

Southern HARDWARE

In this issue: Sales Volume Tripled in Suburban Location, Page 37

NEW IRWIN *Adapter Shank* BITS Patented

fit both hand braces and electric drills

big market . . . less inventory . . . full profit margins

1 It comes like this FOR USE IN HAND BRACES

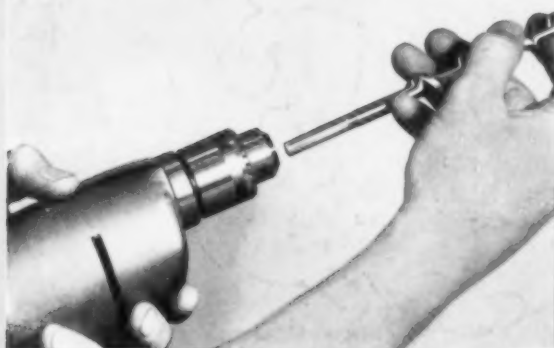


2 Cut off taper square shank



3 Now use in BOTH HAND BRACES and ELECTRIC DRILLS

RUNS TRUE IN ELECTRIC DRILLS



CHUCKS PERFECTLY IN HAND BRACES, TOO



Sell in volume to plumbers, electricians, carpenters, general repair and maintenance men, utility and construction workers — most all users of both hand braces and electric drills.

No other bit has so many easy-to-sell features

Cuts inventory costs for users by 50% because one Irwin Adapter Shank Bit does the work of two regular type bits. Saves time, too. Fewer bits to carry in tool box or select from while on the job. Costs less than other electric drill bits made with a single usage shank. Precision ground shank with its 6 equally spaced flats chucks perfectly, runs

true with screw point. No wobble, no run-out when used in power drills, 10 Electrician, Car Bit and Ship Head Car Bit types, sizes 1/16" to 17/16". Both solid center and single twist designs. Every Irwin Adapter Shank Bit highly polished and heat tempered full length for lasting strength, longer life. Big market . . . so order big today.

Order from your Irwin wholesaler today

The Irwin Auger Bit Co., at Wilmington, Ohio, USA, since 1885

MURRAY

More models, more advanced design are why

More children ride on

Murray wheels than any other kind



32 BICYCLES

in Murray's revolutionary
Speed Weight for '58 styling
— featuring the
flashy Strato Flite



7 PARK CYCLES

including this stylish model
with coaster brake



17 AUTOS,

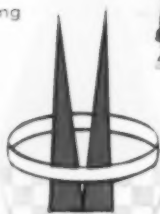
fire trucks, dump trucks, tractors,
wagons, baby walkers, and easy-turning
3-wheelers like this Fire Patrol

MURRAY

OHIO MFG. CO.

Nashville 4, Tennessee

*All Murray products are manufactured
under one roof in our new plant
at Lawrenceburg, Tennessee*



18 VELOCIPEDES

in all sizes and price ranges
up to this Super DeLuxe Zephyr
with twin Z frame



NIXDORFF- KREIN CHAIN



SINCE 1854



NIXDORFF-KREIN MFG. CO.

916 HOWARD STREET • ST. LOUIS 6, MISSOURI
JOHN T. EVERETT & CO. • SALES REPRESENTATIVES • MEMPHIS 4, TENN.

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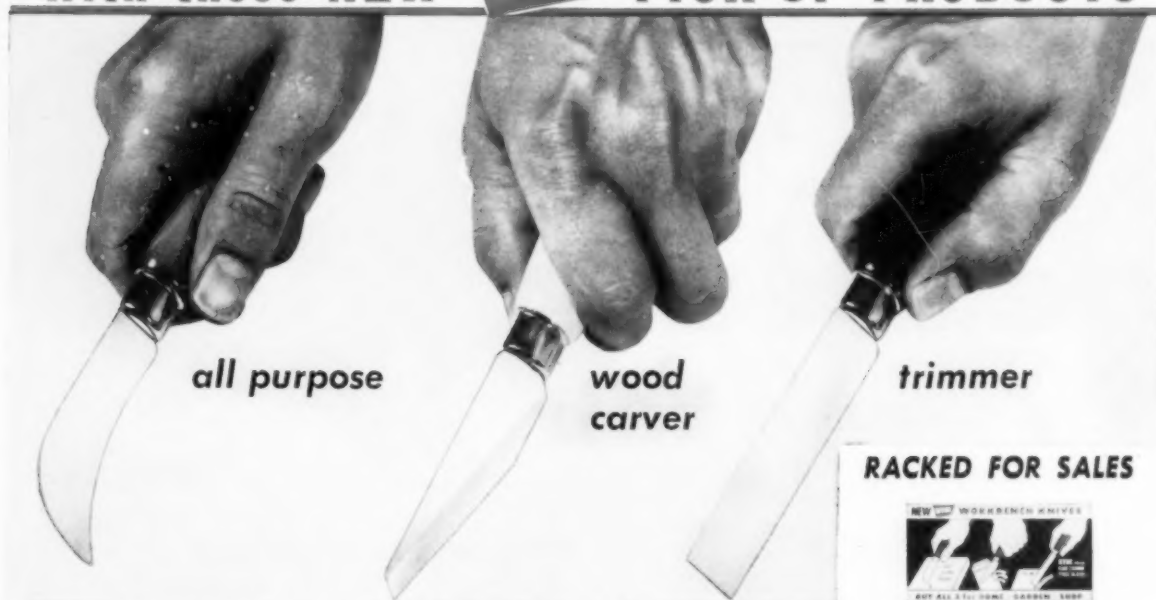
SOUTHERN HARDWARE for September, 1958 For more information use Handy Return Card, Page 111

1

PICK-UP SALES

BOOTHS 72-73
NATIONAL
HARDWARE SHOW

with these NEW **HYDE** PICK-UP PRODUCTS



all purpose

wood
carver

trimmer

RACKED FOR SALES



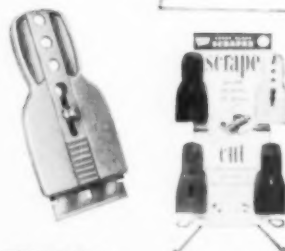
NEW! **HYDE** *sharp* WORKBENCH KNIVES

3 new home and garden knives like the kind used by skilled workers in industry — extra sharp, hold a cutting edge. Displayed and merchandised for sales to handyman. Red, yellow and green handles with holes to hang. Best, high carbon steel blades, sharpened and honed. Individually packaged on colorful cards. Displayed on self-serve wire rack. Packed 6 each on display in corrugated container.



NEW! best quality PIZZA CUTTER

Professional pizza baker's Pizza Cutter now for home use. Extra sharp, double ground, 2" stainless steel wheel with free wheeling bearing, mounted on special frame to prevent clogging, includes thumb and finger guard. Carded, 12 on rack, 4 each color.



NEW! razor blade SCRAPER DISPLAY

More impulse sales appeal. Popular, plastic Razor Blade Scraper now displayed on small, self-serve wire rack. Six each color, red, yellow, blue and green.

SINCE
1875

HYDE

fix-up paint-up tools • housewares
INDUSTRIAL HAND AND MACHINE KNIVES

HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., U. S. A.

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 127 September, 1958 No. 9

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Farm Equipment Section

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DEPEND

ON

Consumers

"Products of Merit"



PATCHING PLASTER

Proved by years of use! Will not peel or crack. No checking or shrinking. Quickly bonds to old plaster without sizing. Merely mix with cold water and you have a ready-to-use clean white plaster. Available in 1, 2½ and 5 lb. cartons, 2, 5, 10 and 15 lb. paper bags, 25 and 50 lb. bags and 100 lb. drums.

CRACK FILLER

Here's one cold water putty that really stays put. Ideal for filling loose knots, splits or cracks, holes or crevices. Goes in easily, dries and stays hard, and can be sanded or sawed, painted or stained just like real wood... because Consumers contains real wood (wood flour) and becomes a solid part of the lumber. Available in 1 and 5 lb. cartons, 25 and 50 lb. bags and 100 lb. drums.



SPACKLING COMPOUND

The smooth way to "crack-proof" plaster walls, seal open wood joints and cracks, fill nail and screw holes, smooth rough wallboard, and cover checks and knots. This special Consumers compound can be sandpapered to a velvet finish, and will not shrink or fall out. Available in 1 and 5 lb. cartons, 5 and 25 lb. bags and 100 lb. drums.



PLASTER PARIS

A truly fine white Plaster Paris. None better! Even-textured and with purest white color. Extensively used by many school and scout groups who make Plaster Paris handicrafts projects. Extra sales and extra profits. Consumers Plaster Paris is available in 1 and 5 lb. cartons, 5 and 25 lb. bags and 100 lb. drums.



"Once you try Consumers you'll stick with Consumers."
Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906... Pioneers in Adhesives and Dry Powders
1515 Hadley St. Louis 6, Mo.

BUSINESS TRENDS

- **Business Picture**—Since early May signs of a business upturn have been showing up throughout the nation's economy. Employment has edged up--substantially in some areas hardest hit; production is moving ahead; and retail trade generally has been good for the summer months. Numerous financial institutions caution against over-optimism, but nevertheless the outlook is brighter. For one thing, inventory cutting, said to be a major cause of recession, slowed down again in June and was confined mostly to factory stocks, distributors and retailers actually adding to inventories. Meanwhile, consumers, intent on paying off installment debts in recent months, are now in position to make volume purchases of major items again. This could give big boost to sales throughout the country.
- **Construction**—Through the months of business slowness construction activity has been a consistent bright spot. In July new construction hit record levels--a total value of 4.6 billions, up 3% from a year ago. Home building showed a gain of 4% in July, with prospects for a continuing increase during the remainder of the year.
- **Retail Sales**—Despite recession retail sales have changed little in recent months. After declining from December to March, sales perked up in April and May and almost held their own in June. Department store sales were up slightly, but auto sales were about a third below June 1957.
- **Wholesale Sales**—Sales by the nation's wholesalers in June, the latest month for which figures are available, were 1% under a year ago, and down 7% for the year's first six months. In comparison hardware wholesalers showed 7% decline in June and 9% for the six month period. In the year's first half sales by southern hardware wholesalers shaped up this way by regions: South Atlantic, down 8%; East South Central, off 9%; and West South Central, down 7%.
- **Social Security**—Under a bill recently passed by the House of Representatives, social security benefits would rise about 7%. To finance the boost, payroll taxes on employees and employers would go up after next January 1 from the present 2½% on the first \$4200 of salary to 2½% of the first \$4800 of annual salary or wages, with further increases in later years. At press time the bill had passed both Senate and House and had been sent on to the President for his signature.
- **Employment**—The number of persons at work in June climbed again, to 65 million, 900,000 above the May level. Manufacturing industries shared in this increase.
- **Farm Income**—In the year's first six months, farmers received about 13.8 billion dollars from marketings, up 11% from a year ago. Prices averaged 8% higher, and the volume of marketings was 3% larger. Farmers realized net income in the first half of 1958 was at an annual rate of 13.3 billion dollars, a 22% gain over the '57 period.

SHOPMATE



(Model SC-700)



NEW!

2.8 AMP. 2 SPEED $\frac{3}{8}$ " DRILL CHANGES SPEEDS INSTANTLY—ELECTRICALLY!

Revolutionary 2 speed drill is world's easiest to use and most efficient! New modern design, plus all these outstanding features!

- **POWERFUL 2.8 AMP. UNIVERSAL AC/DC 115 VOLT MOTOR, FAN COOLED FOR TOP EFFICIENCY** • High speed—2000 rpm for drilling wood, plastic, etc. • Low speed—1000 rpm for heavy duty drilling • Electro mechanical transmission changes speed instantly—electrically • Speed range selector switch interlocks with on-off switch for maximum safety • Full power output at either speed • Precision geared chuck and key • Multiple ball thrust bearing • Precision cut alloy steel gears • Weighs only 6 pounds, perfectly balanced • Spindle lock for easy chuck removal • Silver luster finish.

NEW! A REALLY BIG 7" POWER SAW FOR REALLY BIG PROFITS!

This brand new Shopmate beauty has a new masculine look, new power, new operating ease. It's the best looking saw available, loaded with selling features not found in any others... yet priced to sell for less than most $6\frac{1}{4}$ " saws! Has every conceivable feature!

- Big 7" diameter blade cuts full 2-7/16" at 90°, 2" at 45° • Powerful 8 amp. 115 volt AC motor • Automatic Safety Clutch eliminates "kick-back" • Lower guard retracting lever • Sturdy die-cast calibrated bevel gauge • Adjustable graduated rip guide • Handsome silver luster finish.



(Model SD-382)



SPEED
SELECTOR
SWITCH



NEW POWER TOOLS • NEW EXCLUSIVE FEATURES • NEW PACKAGING!



(Model 2100)

JIG SAW WITH JIG-LITE

The most popular, fastest selling jig saw you've ever sold! Cuts 2 x 4's, perfect circles, bevels to 45° either side. Only saw with famous "Jig-Lite"... plus every other conceivable selling feature!

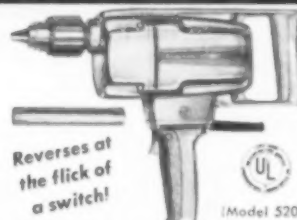
Most sander
for the
least money!



(Model K-280-B)

VERSATILE OSCILLATING SANDER

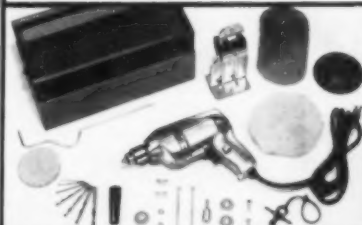
2 amp. universal motor, extended front for easy feather edging, over 25 square inches of sanding surface, patented non-slip locking knurled rollers... make this the hottest sander on the market!



(Model 520)

$\frac{1}{2}$ " CAPACITY 6 AMP. DRILL WITH REVERSING SWITCH!

Low weight-to-power ratio and reversing feature make this drill top seller in its class. It's the only drill that has all the features for heavy duty drilling at sensationally low cost!



33 PIECE $\frac{1}{4}$ " DRILL KIT (Model K-740-43)

An outstanding value and an outstanding seller! Includes powerful 2.8 amp. permanent mirror finish drill with geared chuck and key, new all-steel Drill-Toter with lift off tray, and all the other accessories.

For the most
profitable
Christmas
you've ever had!



SHOPMATE MAIL COUPON TODAY FOR FULL DETAILS

To: George Weatherby, Sales Manager
PORTABLE ELECTRIC TOOLS, INC.
320 W. 83rd St., Chicago 26, Ill.

SH-9-58

Yes, send me full details on the following "hot" tools:

- | | |
|---|---|
| <input type="checkbox"/> New 7" Saw, List \$44.88 | <input type="checkbox"/> New 2 Speed Drill, List \$32.95 |
| <input type="checkbox"/> New Oscillating Sander, List \$24.95 | <input type="checkbox"/> New Jig Saw, List \$29.95 |
| <input type="checkbox"/> New 33-piece Drill Kit, List \$25.26 | <input type="checkbox"/> New $\frac{1}{2}$ " Reversible Drill, List \$39.98 |

Name _____

Firm Name _____

Address _____

City _____

State _____

My Preferred Distributor _____

INDUSTRY NEWS

Wood Is New President of Corpus Christi Hardware

JOE F. WOOD, general manager of the Corpus Christi Hardware Co., Corpus Christi, Texas, recently was elected president of the company succeeding the retiring president, Edwin F. Flato.



Wood



Flato

In the hardware business all of his adult life and associated with the Corpus Christi wholesale organization for the past 24 years, Wood has been successively territorial salesman, hardware department sales manager, general sales manager, assistant general manager, and general manager which office he will continue to hold along with the presidency.

Wood founded and operated the company's School for Hardware Knowledge and the "Sell-A-Bration" in 1956 for South Texas hardware retailers which commemorated Corpus Christi Hardware's 50th anniversary.

Flato is retiring from the company after 52 years of service. He gained control of the then small and struggling company in 1906 when the population of Corpus Christi was less than 8,000 and the surrounding area was sparsely settled. He has guided the company as it grew along with the re-

gion it served through the years.

Flato has been mayor of Corpus Christi, and a leader in many civic and business activities.

E. Franklin Flato is vice-president, and Robert Flato is secretary-treasurer of the Corpus Christi Hardware Co.

Death of R. L. Willoughby Announced by Texas Firm

ROY L. WILLOUGHBY, managing partner of National Hardware & Supply Co., wholesalers in Paris, Texas died on June 30.

Prior to his association with National Hardware and Supply Co., Mr. Willoughby was district manager for the Western Cartridge Co. and the Western Ammunition Co.

Red Devil Issues New Price Sheet

A NEW PRICE sheet, No. 230A for No. 23 catalog, covering all items available from Red Devil Tools, is ready for distribution, the company announces. Notice of new unit pricing and pre-paid freight policy are contained in the sheet.

Copies of price list No. 230A may be obtained by writing Red Devil Tools, Union, N. J.

Nellis to Cover Georgia for Ralph Beinecke Co.

THE RALPH BEINECKE Co., manufacturers' representatives covering the Southeast, announces the appointment of Jack Nellis as sales representative for the state of Georgia.

Nellis formerly was associated with the Anchor Hocking Glass Corp. as representative for the state of Georgia.

The appointment of Nellis will make necessary the following



Jack Nellis

changes: Bernard Dixon, headquartered in Charlotte, N. C., will now cover North and South Carolina and East Tennessee; Earl Kalil, headquartered in Miami, will cover the state of Florida; and Robert Steele, headquartered in Birmingham, will cover Alabama, Mississippi, and middle and western Tennessee. Ralph Beinecke, Atlanta, Ga., will now be able to devote additional time to traveling with each of the sales representatives in the various areas covered.

Taylor Resigns as Arbogast President

RICHARD W. TAYLOR, president since 1947 of Fred Arbogast Co., Inc., resigned recently to devote full time to his private business interests. He will continue to be associated with the company in an advisory capacity.

New president of the Akron, Ohio, lure manufacturer is Richard J. Kotis, who has been special assistant to the president in charge of merchandising and sales promotion.



GRABLER Unions have quick alignment — most important to you

Dependable Distribution from these Warehouses:

New York • Philadelphia • New Orleans
Atlanta • Pittsburgh • Cincinnati • Dallas
Chicago • St. Louis • Detroit • Denver
Minneapolis • San Francisco • Los Angeles

**GRABLER SQUARE "GEE"
PIPE FITTINGS**

ORDER FROM YOUR WHOLESALER

The GRABLER



Manufacturing Co. • 6565 Broadway • Cleveland 5, Ohio

Pennsylvania Lawn Mower Names District Manager

ARNOLD J. TOWNSEND recently was appointed to the position of district sales manager, Philadelphia district, for the Pennsylvania Lawn Mower Division, American Chain & Cable Co., Inc., Exeter, Pa., according to an announcement by A. M. Tinker, sales manager.



Arnold J. Townsend

The Philadelphia district, at the same time, has been expanded to include all of the state of Pennsylvania east of the Appalachian mountains, southern New Jersey, Delaware, Maryland, Washington, D. C., Virginia, North Carolina, South Carolina, and the eastern portion of West Virginia.

Townsend joined the Pennsylvania Lawn Mower Division in August 1955 and served as a sales representative for upper New York and eastern Canada. Since October 1956, he had served as regional manager for the Atlanta, Georgia and Houston, Texas districts. He was graduated from the Agricultural College, University State of New York, and is a member of the Southern Hardware Golf Association, Southeastern Travelers, and the Texas Hardware Boosters.

Chattanooga Boat Trailer Line Handled by Deveney

FRANK J. NOLAN, JR., sales manager, Chattanooga Wheelbarrow Co., Chattanooga, Tenn., announces the appointment of A. H.

Deveney & Co., manufacturers' representatives, Birmingham, Ala., to represent the Chattanooga line of boat trailers in the Southeastern states.

Bill Currie, Ed Gills, and I. H. Griffin will be covering the territory for the A. H. Deveney & Co.

Skil Corp. Elects Spaulding President

THE ELECTION of John Spaulding as president of the Skil Corp., Chicago, was announced recently by Bolton Sullivan, who becomes chairman of the 34-year-old power tool concern.

Spaulding assumes his new responsibilities after 33 years with Black and Decker, the last four of which he served as vice-president-sales for that organization.

Stratton & Terstegge Buys Woodward Hardware Co.

WILTON H. TERSTEGGE, president of Stratton & Terstegge Co., Louisville, Ky., announces that Stratton & Terstegge has purchased 100 percent of the stock of the Woodward Hardware Co., a hardware wholesaler, in Cairo, Ill. Woodward is an old firm, started in 1861, one year prior to the organization of Stratton & Terstegge Co.

The Woodward Hardware Co. has a three-story building of 44,000 square feet and 26 employees. It now is servicing the area of Southern Illinois, Western Kentucky, Southwestern Missouri, and Northwestern Tennessee. Terstegge further announced that the Woodward Hardware Co. will be operated eventually as a wholly-owned subsidiary of the Stratton & Terstegge Co. Wilton H. Terstegge will be chairman of the board. John R. Reed remains president.

Terstegge also announced that they are beginning immediate plans to expand the operations as to lines carried and in total sales.

This is the second major purchase made by Stratton & Terstegge Co. in 1958. In the early part of the year, it purchased the Sheffield Manufacturing Co. located in New York.

Charles S. Hasson Dies in Knoxville

CHARLES S. HASSON, chairman of the board of House-Hasson Hardware Co., Knoxville, Tennessee, passed away on July 19.

Born in Rogersville, Tennessee in 1867, Mr. Hasson spent his entire life in the wholesale hardware business. As a young man he travelled in East Tennessee, Western North Carolina, North Georgia, and Northeast Alabama.



Charles S. Hasson

He was the co-founder of House-Hasson Hardware Co. in 1906 and travelled for this company until 1926, when he took over the presidency, serving until 1950 when he became chairman and was succeeded by his son, Jack W. Hasson, as president. James K. Hasson became vice-president.

He is survived by the widow, two sons, Jack W. Hasson and James K. Hasson, and one daughter, Mrs. Richard Myers.

Kleinhenn Completes 50th Year with S. L. Allen

COMPLETION of a half-century of continuous service with S. L. Allen & Co., Inc., manufacturers of Planet Jr. and Flexible Flyer products, has been marked by Walter H. Kleinhenn, company secretary and general sales manager.

Kleinhenn's completion of his 50th year with the company marks the longest employment record of any member still actively serving with the firm.

all **NEW** for '59

Lloyd E. Johnson,
President, the Denison-
Johnson Corporation,
Inventor, Designer
and Fisherman.

Denison-Johnson, pioneers in American Type Spinning Reels, proudly present their latest products of research, testing, development and design by Lloyd Johnson; two *all new* reels that greatly enlarge the field of fishermen who will use Johnson Reels.

The MAGNETIC Fly Reel is revolutionary, incorporating a powerful permanent magnet, not only for a simple means of combining spool and case without nuts, bolts or screws, but for an unusually smooth, constant drag that never fails.

The CENTENNIAL Spin-Bait-Cast Reel opens new fields for the bait casting fisherman by merging the best features of the conventional bait casting reel and the spinning reel.

Two all new reels that dealers can sell with utmost confidence.



Johnson magnetic FLY REEL

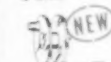
The Era of Magnetics enters the fishing tackle field! A permanent magnetic drag is the heart of this, the Ultimate in Fly Reels! Lifetime Guarantee!



Case is handcrafted of stainless steel, hard chrome plated. Right or left hand retrieve.



Drag is permanent Alnico magnet precision fitted for constant, uniform drag.



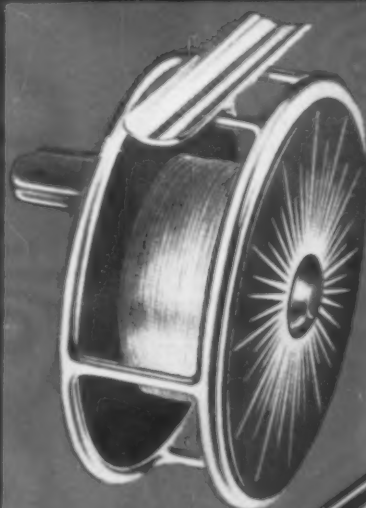
Spool is handcrafted of finest aluminum, anodized. Complete with line backing. Ample capacity for any size fly line.



Artfully displayed in distinctive box, complete with buckskin carrying bag.



Lifetime guarantee speaks for the manufacturer's confidence in the high quality of construction and design.



Johnson centennial SPIN-BAIT-CASTING REEL

Casts like a spinning reel! Retrieves like a casting reel!

Combines the power of the direct drive bait casting reel with the ease and accuracy of the spinning reel.



Double handle. Use like a conventional bait casting reel. Equipped with approximately 100 yards 10 lb. monofilament line.



"Duo-matic" drag operates directly off drive gear, giving even, constant tension. Drag engaged simply by releasing handle.



Die cast one piece case, water and dust proof. All parts corrosion resistant.



Distinctive packaging for eye and sales appeal.



THE DENISON-JOHNSON CORPORATION • MANKATO 107B MINNESOTA

SOUTHERN HARDWARE for September, 1958 For more information use Handy Return Card, Page 111

NEW BURGESS FLASHLIGHT BATTERY

WITH 4 OUTSTANDING SALES FEATURES!

1. LEAKPROOF 2. CHROME PROTECTED 3. SEALED IN STEEL 4. GUARANTEED

POWER PROTECTED 2 WAYS

INSIDE Exclusive BURGESS Chrome Protection cuts down internal chemical action when the cell is idle. Battery produces fresh power longer.

OUTSIDE Pure zinc inner can is protected by the new steel casing. This is a further safeguard against flashlight damage.

Advanced Design From Inside Out!

- CHROME PROTECTED CELL.** Prevents waste of energy when cell is idle. Power stays fresh — delivers longer, more dependable service.
- 9-PLY LAMINATED BARRIER** prevents seepage of corrosive discharge, costly power loss. Extends battery life.
- STEEL CAP AND BOTTOM PLATE.** Steel cap and bottom plate are locked securely to cell body assuring perfect electrical contacts.
- HEAVY STEEL TUBE** completely sealed in steel feature. Forms rigid armor-plate, makes battery leakproof.
- MODERN PACKAGE DESIGN.** An appealing eyecatcher. Highlights major features. Display and sell this newest concept in engineered energy!



BRAND NEW SALES MAKING DISPLAY PACKAGE



BURGESS Quality is Built Into the Complete Line



HERE ARE OTHER FINE PRODUCTS YOU SHOULD SELL . . .

Radars-Lights

AMERICA'S FINEST PORTABLE LIGHTS



\$1240 Complete



\$895 Complete



\$695 Complete

SATELLITE TORCHES by BURGESS
THE ARISTOCRAT OF FLASHLIGHTS



2 CELL
\$1.95

4 CELL
\$3.29

JUNIOR
\$1.75

Order from your Distributor **NOW!**

BURGESS BATTERY COMPANY

FREEPORT, ILLINOIS
NIAGARA FALLS, CANADA



for the customer you have to satisfy

Stock Utica for your *best* customer. The man who *knows* tools and hardware. *He's* the mechanic, the craftsman and the expert "do-it-yourselfer." *He* wants a tool that has been drop-forged for full strength! Electronically induction hardened for greater durability! A finely balanced tool that feels right in the hand. He wants Utica. Don't offer him less. All tools backed by famous full guarantee. There's profit in quality. Talk to your distributor and stock Utica!

Utica Drop Forge & Tool Division, Kelsey-Hayes Co., Utica 4, N. Y.

SELL UTICA...the tools the experts use!

Hallmark of Quality since 1895



UTICA DROP FORGE & TOOL DIVISION • KELSEY-HAYES CO., UTICA 4, NEW YORK

Horner Appointed to New Black & Decker Office

THE BLACK & Decker Manufacturing Co., Towson, Md., through its chairman of the board and president, Robert D. Black, announces the appointment of Raymond G. Horner to the newly-created position of vice-president-marketing.



Raymond G. Horner

Horner, whose former position was vice-president - sales planning, will be responsible for the complete marketing functions of the company. His appointment follows the recent resignation of John F. Spaulding as vice-president - general sales manager. Horner's duties will encompass the responsibilities of both former offices.

Horner joined the Black & Decker organization in 1928 when the company acquired the Van Dorn Electric Tool Co., where he had been employed since 1917. He became Black & Decker's Chicago district sales manager in 1932, regional sales manager for the Central United States in 1952, and in 1954, was appointed vice-president - sales planning.

O. Ames Co. Purchases Roto-Edger Division

THE O. AMES CO. announces the purchase of the Roto-Edger Division of Omark Industries. On July 15, the 184-year-old shovel and garden tool manufacturer purchased all manufacturing and patent rights for the Roto-Edger

line of rotary grass shears. Tooling and equipment is being transferred to Parkersburg, West Virginia, where Ames has its manufacturing facilities.

The Roto-Edger tools will be produced at plants that currently make all types of shovels, garden tools, winter tools and post hole diggers. Shipments can be combined with these other various Ames tools.

Ames quality is well known to the hardware trade and the Roto-Edger line will be made to these same high standards. The addition of this quality line of rotary grass shears will be welcomed by the many Ames distributors throughout the country.

New John T. Everett Rep to Serve Greensboro Area

ELWYN P. "RIP" ROWAN has joined John T. Everett & Co., manufacturers' representatives with headquarters in Memphis, Tenn., and J. C. Wilkerson has been elected treasurer of the organization.

W. N. Wilkerson, president of the firm, announced that Rowan will be a sales representative in the Greensboro, N. C., area. Rowan, a West Point graduate and an All-American football star in 1949, served as an infantry officer until a year and one-half ago when he entered industrial sales work.

Oklahoma Association Revamps Convention

A COMPLETELY revamped program has been announced for the 56th Annual Convention and Trade Market of the Oklahoma Hardware and Implement Association, scheduled for February 22-24 in Oklahoma City.

Executive Vice-President William B. Ruxlow states that a new floor plan has been arranged for exhibitors in the General Exhibits Building of the State Fairgrounds. 185 booths have been grouped to allow 11 foot aisles past every booth.

Convention headquarters has been changed to the Oklahoma Biltmore hotel.

Highlighting the entertainment

J. C. Wilkerson was advanced to treasurer after serving as controller for a year and one-half.

Central States Club Again to Sponsor Dinner, Train

CENTRAL STATES Hardware Club will hold its 18th annual stag dinner party Sunday, October 5, in the Grand Ballroom of the Shelburne Hotel in Atlantic City, following the joint reception of the National Wholesale Hardware Association and the American Hardware Manufacturers Association.

The committee in charge are R. R. Osborn, chairman, Turnbuckles, Inc.; Clifford A. Mesler, Buffalo Bolt Co.; R. J. Samuelson, Greenlee Tool Co.; E. W. Swartwout, Minnesota Mining & Manufacturing Co.; Mal M. Whitfield, Hardware Age; Ben Leve, secretary-treasurer, the Carborundum Co.

The Club will again sponsor a special train to and from Atlantic City. It will leave from Chicago, Saturday, October 4 at 4:10 p.m. CDT and stops at Fort Wayne, Ind., and Pittsburgh; arrives in Atlantic City at 10:00 a.m. EST; and returns Wednesday, October 8 at 2:45 p.m. from Atlantic City.

Reservations must be made through L. G. McSteen, passenger representative, the Pennsylvania Railroad, 16 South LaSalle St., Chicago 3, Ill.

program will be a Chuck-Wagon Bar-B-Q on Monday evening of the convention week. Live horses, mules and a Western swing band will add a touch of realism.

The Trade Market will be open on Sunday from 11 a.m. to 7 p.m., allowing dealers two additional hours for attending the show on the first day.

Business sessions will be held on Monday from 9 a.m. to 11 a.m., with the Trade Market then being open from 11 a.m. to 5 p.m. Since the exhibit is open on Sunday the Monday evening hours have been eliminated. Exhibit hours for the final day are: 9 a.m. to 1 p.m.

Everyone attending the show is being urged to wear Western clothes.

Amazing Pop-Out Net Introduced with New Langley V.H.Q. Rods!

VERY HIGHEST QUALITY

New Langley Rods are the very highest quality tubular glass rods that can be made...an honor product from one of America's most dependable fishing tackle manufacturers.

Langley Rods have magnificent action and all fittings are the finest made today. Available in a complete range... casting, fly, spinning, surf and boat. Combined with Langley Reels, they offer American anglers the finest sport in the world. Write for catalog.



Langley

DEPT. 30 • 310 EUCLID AVENUE • SAN DIEGO 12, CALIFORNIA

**THE LANGLEY NAME GUARANTEES THE
FINEST IN BOTH RODS AND REELS**



1. The net is in the handle. To use, twist handle cap...



2. Pull out net...



3. It pops open automatically... ready to net your prize catch. The greatest fishing invention since the Langley De-Liar.

The Langley Pop-Out Net is always ready to use. No fuss, no fumble... takes only a second. Made to last for years. Available in four Langley Rods... two spinrods and two flyrods.

**A small mint in less than
2 sq. ft. of floor space!**

HODELL

Dog Chains



You'll sell more dog chains . . . and sell them faster . . . with this compact and colorful display. 67" high, dog owners can't miss it. They'll stop to examine the chains, handle them to get the feel. Their quality is immediately apparent. Result: more impulse sales for you, more sales set up for the future. You'll get the fastest possible turnover . . . with this attractive merchandising display and starter set.

Here's how starter stock pays off

Returns, at retail \$36.60

(at suggested resale prices)

Dealer's cost, complete . . . \$24.04

DEALER'S PROFIT . . . \$12.56

(Prices subject to change)

50% Profit!

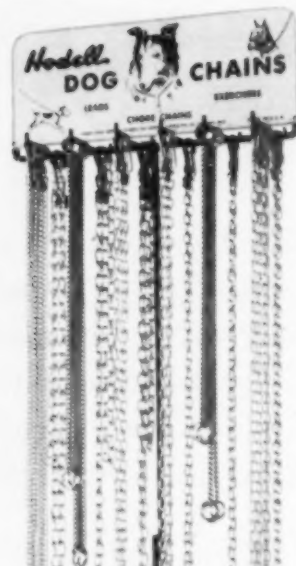
36-piece starter stock includes a balanced assortment of fast-selling, brightly plated Dog Leads, Choke Chain Collars, and Exerciser Chains. You can order individually packaged refills of any item, at any time, through your distributor, to keep your stock complete and working for you all the time. (Shipping weight, complete with display stand, 23 lbs.)

**Complete with 36-Piece Assortment
and Display Stand**

A certain sales-maker. Requires only 15" x 18" of floor space. Brightly colored sign and sturdily constructed, well-balanced stand made of quality bar steel stock, weighs 7 lbs. One screw assembly. Plenty of room on racks to display biggest items.

Write for Illustrated Catalog Sheet

Order From Your Hodell Distributor



**HODELL CHAIN COMPANY
CLEVELAND 3, OHIO**
Division of National Screw & Mfg. Co.



◀ HL 112

The NEW DIAMALLOY
Super Groove-Joint
PLIER

ACTUAL
SIZE

THE ONLY
SIX-POSITION
TONGUE-and-GROOVE
PLIER

The only Tongue-and-Groove plier that has an opening over 2 inches. Parallel jaws open to 2 1/8 inches. Built for rugged, heavy duty use.

Needed by electricians for heavy conduit installations.

Available with smooth jaws for use on chrome plated fixtures.

(Stock Number HL 112-S)

Diamalloy Groove Joint Pliers are made in four sizes, 4-, 6-, 10-, and 12-inch. Soft plastic handles are available on special order.



DIAMOND

"There is Nothing Finer than a DIAMOND"

DIAMOND TOOL *and Horseshoe Co.*

DULUTH • MINNESOTA

Established 1908

TORONTO • ONTARIO

**Now is the time
to stock**



ART. 514

PARCEL POST TWINE

FAST SELLING ITEMS!

Parcel Post Twine is one of our leading items. Our 12 ply, 27 lb. test is an original feature as is our bleached white Art. 537-B which is a MIKE exclusive.

Art. 514—12 ply
Natural, 90 ft. cored ball,
27 lb. test

Art. 537—12 ply,
270 ft. cored ball, 27 lb.
test.

Art. 537-B—10 ply
Bleached, 270 ft. cored
ball, 24 lb. test



ART. 537-B



ART. 537

**Put your confidence in
the QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines

Starter Rope
Jump Rope
Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

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14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.



For More Sales...More

PETERS — Premium Ammunition *at no extra cost*



You'll take your limit this season if you load up with Peters—the premium ammunition that costs no more!

Whatever kind of game you're hunting, you won't find more powerful, accurate or dependable ammunition at any price than Peters.



PINPOINT ACCURACY—Peters "High Velocity" rim fire 22's knock 'em over at longer ranges. "Rustless" priming, strong brass case, micro-perfect bullet and special lubrication deliver flat trajectory and smashing knockdown power every time. Peters "High Velocity" rim fire 22's available in short, long and long rifle.

KNOCKOUT WALLOP—Peters "High Velocity" center fire ammunition packs greater wallop! And every Peters center fire cartridge has "Rustless" priming for split-second ignition. Peters "Inner-Belted" bullet design provides uniform, controlled expansion. Many bullet styles to deliver the right load for all types of game. Long-range accuracy, dependability and power are all features of Peters center fire ammunition!



PERFECT POWER, DENSER PATTERNS—Waterfowl or upland game just don't slip through Peters power and patterns! Peters "High Velocity" shotgun shells reach out high and fast. Popular with hunters everywhere, these long-range loads give you more knockdown power, denser patterns and all-weather dependability. Peters shotgun shells are offered in forty-three powder and shot combinations. Gauges from 10 to 410—plus six different loadings of buckshot.

Peters packs the power!



Remington Arms Company, Inc., Bridgeport 2, Connecticut

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Peters
Ammunition

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Store _____

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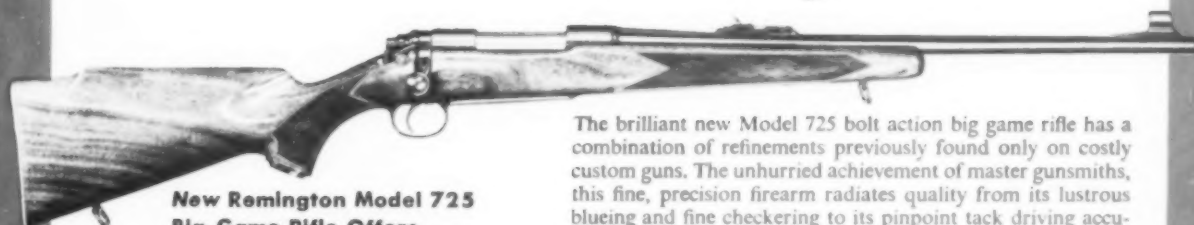
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More Profits...More Satisfied Customers

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Remington 

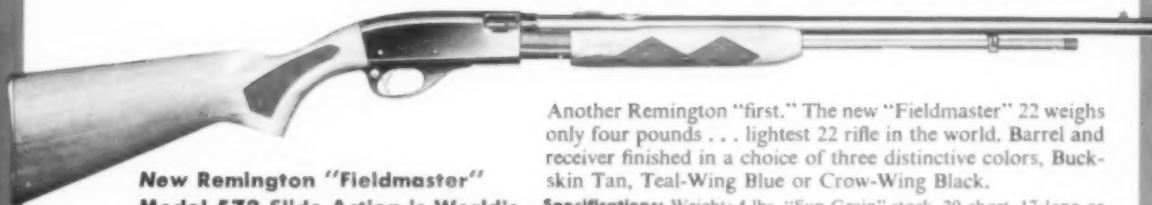
*The Oldest Gunmakers in America
Present the Newest Guns!*



**New Remington Model 725
Big-Game Rifle Offers
Distinguished Custom Features**

The brilliant new Model 725 bolt action big game rifle has a combination of refinements previously found only on costly custom guns. The unhurried achievement of master gunsmiths, this fine, precision firearm radiates quality from its lustrous bluing and fine checkering to its pinpoint tack driving accuracy.

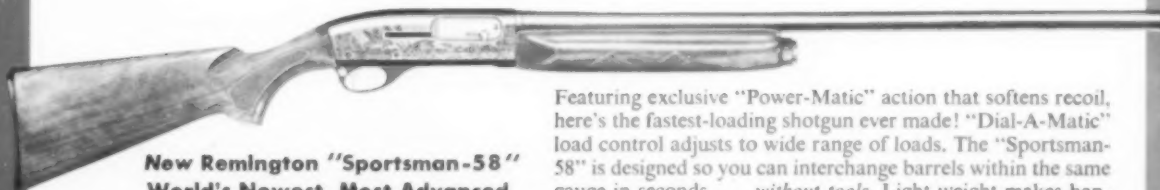
Specifications: Monte Carlo Stock. Hinged floor plate. Five possible sight mountings. 5 shots. In 280 Remington, 30.06, 270 Win. calibers.



**New Remington "Fieldmaster"
Model 572 Slide Action is World's
Lightest, Most Colorful 22**

Another Remington "first." The new "Fieldmaster" 22 weighs only four pounds . . . lightest 22 rifle in the world. Barrel and receiver finished in a choice of three distinctive colors, Buck-skin Tan, Teal-Wing Blue or Crow-Wing Black.

Specifications: Weight: 4 lbs. "Sun-Grain" stock. 20 short, 17 long or 15 long rifle cartridges.



**New Remington "Sportsman-58"
World's Newest, Most Advanced
Autoloading Shotgun**

Featuring exclusive "Power-Matic" action that softens recoil, here's the fastest-loading shotgun ever made! "Dial-A-Matic" load control adjusts to wide range of loads. The "Sportsman-58" is designed so you can interchange barrels within the same gauge in seconds . . . without tools. Light weight makes handling faster. Game scenes inscribed on receiver.

Specifications: Barrel lengths: 26", 28", 30". 3-shots. In 12, 16 and 20 gauges.

"Fieldmaster," "Sportsman," "Sportsman-58" are Reg. U.S. Pat. Off. and "Sun-Grain" is a trademark of Remington Arms Company, Inc., Bridgeport 2, Conn.

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includes displays for a successful
this season!

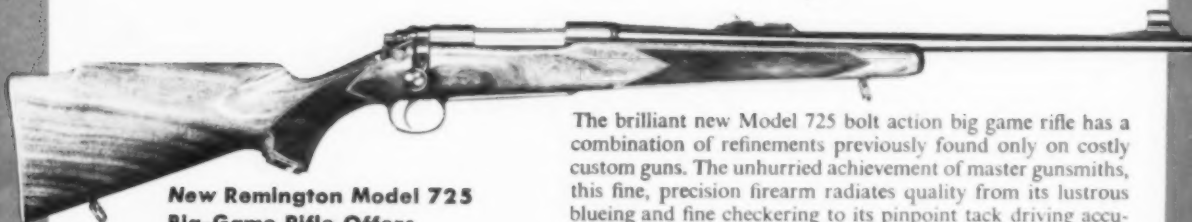
FREE-Clip and mail coupon today
hunting-season sales-promotion material
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Profits...More Satisfied Customers

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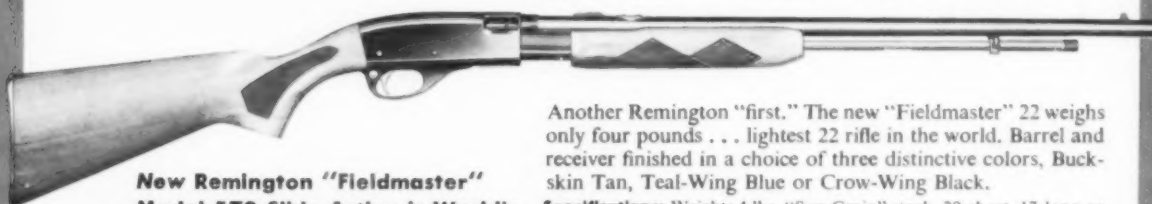
*The Oldest Gunmakers in America
Present the Newest Guns!*



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Distinguished Custom Features**

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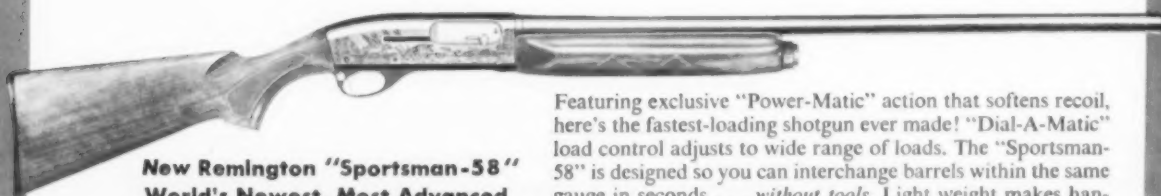
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Peters fall sales-promotion
displays for a successful
season!

FREE-Clip and mail coupon today
for hunting-season sales-promotion material
on Remington ammunition.

Customers...it's Remington

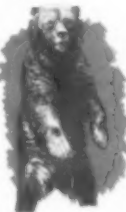


Powerful Remington Ammunition for..

Maximum Stopping Power!

Big game can present a mighty tough target. That's why so many experienced hunters rely on the *one-shot knockdown power* built into all super-accurate Remington center-fire ammunition. Here's why they're the best cartridges made:

Remington bullets give maximum expansion without break-up for pile-driving stopping action. Available in a wide variety of bullet types, including exclusive "Core-Lokt" and bronze point, Remington ammunition comes in favorite brush-bucking and long range calibers. They're job-designed to get what you go after. And all Remington ammunition features exclusive, non-corrosive "Kleanbore" priming.



Maximum Knockdown Power!

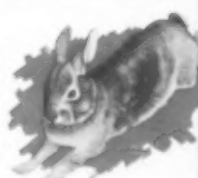
Whether you're hunting upland or in marshland, Remington shotgun shells with more knockdown power—up to 20% more—make a big difference. They're power-rated to give optimum results at any range on any game. Other game-get-

ting exclusives include: Exclusive "Kleanbore" priming to protect your gun barrel... Wetproof corrugated shell bodies to give extra strength and dependability... Flat-Top Crimp to insure perfect patterns every time. In "Express," "Express" Magnum and "Shur Shot" loads.



Maximum Small-Game Power!

Remington "High-Speed" 22's with exclusive "Kleanbore" priming are loaded to the limit for power! Even at extreme ranges they have speed to reach and power to drop small game. Out 50 yards, they're going faster, and pack more wallop than standard cartridges develop at the muzzle. They're bad news for small game and pests.



Remington 

...RATURE, MAIL COUPON...

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material

FREE—Mail coupon today for hunting-season
sales-promotion material on Remington
ammunition.

MEET US AT BOOTH 12

**NATIONAL
HARDWARE
SHOW**

COLISEUM • NEW YORK CITY

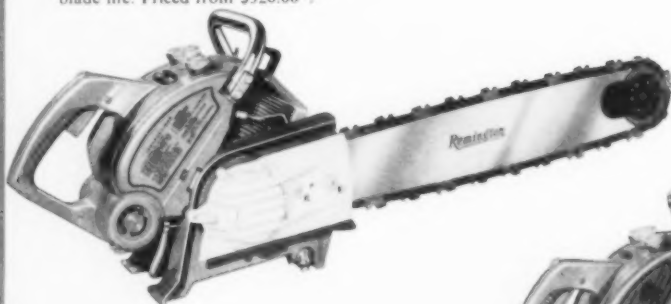
Sept. 29
thru
Oct. 3

It's Remington for

4 New Chain Saws

by Remington

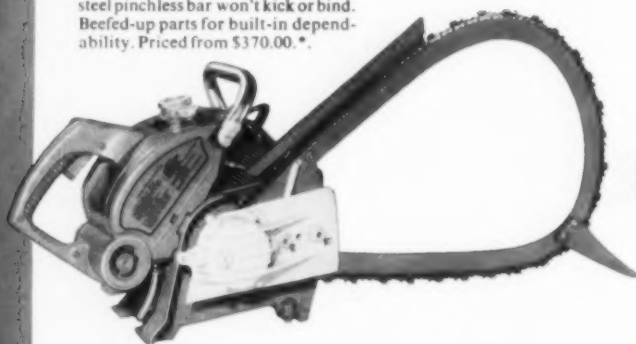
New GL-7R—Big timbersaw geared for cutting power that won't stall when the going gets tough. Under full cutting load, chain moves at more than 73% of its free-speed rate. Bar capacity up to 42" with Roller Bearing nose for faster cutting and longer blade life. Priced from \$320.00*.



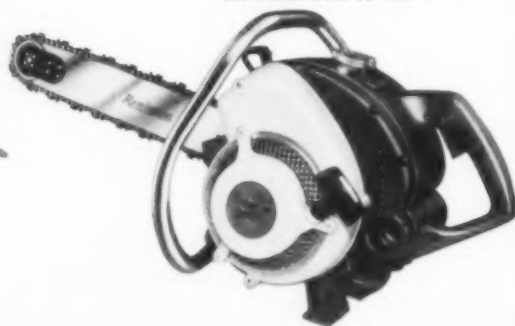
New GL-7 delivers power that stands up to fast, tough cutting where other saws in its class fade. Heavy-duty construction throughout for long life. 18", 24" or 30" bar size with Roller Bearing nose for up to 20% more usable chain power and up to three times longer blade life. Priced from \$249.50*.



New GL-7RP—High torque engine geared for extra plunge-cutting power—fast production cutting—in pulpwood and small timber contracting. Special 14", solid, one-piece alloy-steel pinchless bar won't kick or bind. Beefed-up parts for built-in dependability. Priced from \$370.00*.



New SL-5 delivers more cutting power per pound—lightweight but rugged. First choice for pulpwood, farm and woodlot work. 18", 24" or 30" bar size with Roller Bearing nose for up to 20% more usable chain power and up to 3 times longer blade life. Priced from \$199.50*.



Remington Arms Company, Inc., Bridgeport 2, Connecticut

Please send free literature and store-display information on:

☐ New Remington Chain Saws ☐ Remington "Mighty-Mite" Stud Driver ☐ New Remington Gift Drill Kits

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

FOR MORE INFO



For More Sales... More Profits.

(CUT ALONG DOTTED LINES, TOP AND BOTTOM, TO MAKE DISPLAY PIECE.)



Anchoring 2x4 partition plate to basement floor.

Remington "Mighty-Mite" Stud Driver Fastens into Concrete or Steel with One Light Tap!

New powder-actuated tool saves time and effort on home remodeling and repair jobs. Just one light hammer tap on firing pin permanently anchors furring strips, partition plates, electrical out-

lets to concrete or steel with $\frac{1}{4}$ " diameter Remington Studs. Scientifically graded 22 caliber Power Loads furnish exact driving force needed. No pre-drilling, no outside power source required! **\$39.95***

Remington **Mighty-Mite®**
STUD DRIVER



INFORMATION ABOUT STORE DISPLAYS, FREE LITERAT

JUST OUT—new catalogs on Remington's exciting new line of chain saws. Also available—a sturdy, metal display to show off the Remington line in your store. Mail the coupon for full details.



Free displays help you sell the profit-making Remington "Mighty-Mite." Colorful store displays and informative booklets available free of charge. They are designed to attract your customers' attention, identify you as a supplier of the "Mighty-Mite" Stud Driver. Mail coupon today!

More Sales... More Profits...

(CUT ALONG DOTTED LINES, TOP AND BOTTOM, TO MAKE DISPLAY PIECE.)



Anchoring 2x4 partition plate to basement floor.

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Remington **Mighty-Mite[®]**
STUD DRIVER



FORMATION ABOUT STORE DISPLAYS, FREE LITERATURE

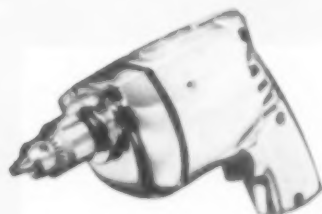
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Free displays help you sell the profit-making Remington "Mighty-Mite." Colorful store displays and informative booklets available free of charge. They are designed to attract your customers' attention, identify you as a supplier of the "Mighty-Mite" Stud Driver. Mail coupon today!

...More Satisfied Customers

NEW
for
Christmas



Unmatched power—new Model 149DL de luxe 1/4" drills: most powerful in its class. Distinctive triple-tone finish—gleaming copperplated gear case, black trim and trigger, polished aluminum housing. Has geared, key-type chuck and 3-conductor cord with adapter.



Model 149DL drill and 9 high-speed drill bits in distinctive gift package.
PRICE: ONLY \$32.45*



Model 149DL drill and rubber backing pad, adapter, polishing bonnet, sanding discs and 9 high-speed drill bits.
PRICE: ONLY \$34.45*



Model 149DL drill and jigsaw attachment attractively packaged to give or receive.
PRICE: ONLY \$49.90*

Three new gift kits by Remington featuring the fabulous 149DL de luxe 1/4" drill

See them and you'll make one of these holiday kits by Remington your first choice for Christmas. With three to choose from you can't miss—one is sure to be just right to give or receive. Kits feature the exciting Remington 149DL 1/4" drill—unmatched in its price class for power and styling. Delivers power to spare—up to

1 1/2 horsepower—for drilling or driving attachment. Elegant triple-tone finish—permanently good-looking—will star in any workshop. A Remington gift kit complete with 1/4" drill and the accessory most useful to you is a wonderful way to start a relaxing hobby. See these kits at your hardware dealer's now.

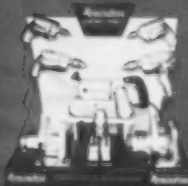


Remington

*Prices and specifications subject to change without notice. Prices slightly higher in Canada.

...TURE, MAIL COUPON . . .

Act now for Christmas. Send for literature describing three new gift kits by Remington. Also—just out—new, fully illustrated catalog on Remington drills, saws, sanders and other power tools. Find out about Remington's sturdy, colorful all-metal store displays to make it easy for customers to select the Remington Power Tools they need. For information, mail the coupon.





CONVENTION DATES

American Hardware Mfrs. Assn. joint annual convention with the **National Wholesale Hardware Assn.**, Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17. Thomas A. Fernley, Jr., NWHA, managing director, 1900 Arch St., Philadelphia 3, Pa.

National Hardware Show, Sept. 29-Oct. 3, Coliseum, New York City. Sponsored by National Hardware Show, Inc., 331 Madison Ave., New York 17, Frank Yeager, director

National Wholesale Hardware Assn. joint annual convention with the **American Hardware Mfrs. Assn.** Oct. 5-8, Atlantic City, N. J. Headquarters Marlborough-Blenheim Hotel. Thomas A. Fernley, Jr., NWHA managing director, 1900 Arch St., Philadelphia 3, Pa. Arthur L. Faubel, AHMA secretary, 342 Madison Ave., New York 17, N. Y.

Walter H. Allen Co., Inc., 24th Annual **Stockholders' Meeting & Merchandise Show**, Sept. 8-9, at Baker Hotel, Dallas. Walter H. Allen, president, 6210 Denton Drive, Dallas 35, Tex.

State Conventions

Alabama, convention and exhibit, Feb. 16-17, Battle House and Admiral Semmes Hotels, Mobile. Secretary, Charles Giles, 407 N. 23rd St., Birmingham.

Arkansas, convention and exhibit, Feb. 15-16, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 402 Rector Bldg., Little Rock.

Carolinas, convention and exhibit, Feb. 24-26, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

Florida-Georgia, convention and exhibit, Mar. 22-24, Robert Meyer Hotel, Jacksonville, Fla. Executive Manager, W. W. Howell, P. O. Drawer 1000, Waycross, Ga.

Missouri, convention and exhibit, Jan. 27-29, Chase Hotel, St. Louis. Executive Secretary, Fred Boemer, 2311 Hampton Ave., St. Louis 10.

Oklahoma, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

Tennessee, convention and exhibit, Feb. 8-9, Fair Grounds Coliseum, Nashville. Secretary, Charles G. Brown, P. O. Box 784, Nashville.

Kentucky, convention and exhibit, Feb. 15-17, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

Louisiana, convention and exhibit, Jan. 18-19, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

Mississippi, convention and exhibit, Feb. 22-23, Heidelberg Hotel, Jackson. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

Texas, convention and exhibit, Jan. 11-13, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters.

Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

Tri-State, convention and exhibit, Feb. 8-10, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

Virginia, convention and exhibit, Feb. 8-10, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

West Virginia, convention and exhibit, Feb. 22-24, Daniel Boone Hotel, Charleston. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.

It's lots **FUN** when you sell every one!

Gilmour HOSEMASTER
Liquid Fertilizer **SPRAYER**



THE EASY WAY TO SPRAY

- Fertilizers
- Insecticides
- Disinfectants, etc.
- Weed Killers
- Detergents

Pistol grip control.

FITS GARDEN HOSE FOR ACCURATE MIXTURES WITHOUT PRE-MIXING LIQUIDS

Provides any type of spray desired. Automatically mixes water and liquid chemicals, according to adjustment of jet metering stem. All-brass mechanism. Sprays up to 100 gallons of solution without refilling pint-size, unbreakable liquid container.

Gilmour HOSEMASTER
World's Best HOSE NOZZLE



- Exclusive pistol grip control.
- Rustproof, leakproof.
- Lock keeps nozzle adjusted for spray desired.
- Light weight, streamlined.
- Gilmourized with silver-bright metallic finish.

Gilmour HOSEMASTER
With Threaded End



- For attaching garden sprinklers and sprayers, etc.
- Has same features as the Hosemaster nozzle shown above.
- Adjustable for any kind of spray desired.

Gilmour HOSEMASTER
Fiberglass
3-WAY HOSE REEL



Suspend reel off ground at foundation by hand threading connector pipe onto water faucet. No tools needed.

- Made of Fiberglass... a lifetime product.
- Holds up to 175 ft. of garden hose.
- Light weight, rust-proof. Won't chip or bend.
- Leakproof. Easy winding, space saving.

Steel ground stake available to support hose reel on lawn.



Steel wall-mounting bracket also available.



Gilmour HOSEMASTER TWIN-SPIN SPRINKLER



NO DRY SPOTS

- Full rotating of constant speed.
- Controlled sprinkling area up to 48 ft. diameter.
- Fits any type of garden hose. Waters big areas fast.
- Can't rust or clog.
- Gilmourized... beautiful metallic finished fittings and sprinkler heads.

SPRAYS OVER 1800 SQ. FT.

Gilmour HOSEMASTER Spin-Boy SPRINKLER



- Controlled sprinkling area up to 36 ft. diameter.
- Sprays over 1000 sq. ft. with single head.
- Otherwise SPIN-BOY has same features as TWIN-SPIN.

NO DRY SPOTS

THE GILMOUR LINE
FOR LAWN AND GARDEN

GILMOUR MFG. CO. SOMERSET, PA.

Factory GUARANTEED



Polyethylene pipe sells faster when its tag promises long life



This yellow tag
assures your customers
of durable plastic pipe



THIS
LONG-LASTING, FLEXIBLE
PIPE IS MADE OF
TENITE
POLYETHYLENE
an Eastman plastic

Tenite Polyethylene is the brand name of a high quality polyethylene marketed by EASTMAN Chemical Products, Inc., a subsidiary of EASTMAN KODAK COMPANY. Its performance and resistance to all types of deterioration are outstanding.

Easy to Install • Never Corrodes • Requires no Threading
Light in Weight • Assures High Flow • Unaffected by Freezing

You're stocking merchandise that has the public's confidence when you order plastic pipe made of Tenite Polyethylene.

Eastman is a leader in plastics, and its pipe-grade polyethylene is a carefully formulated material that produces long-lasting pipe. Tenite Polyethylene offers outstanding resistance to weathering and stress cracking...the two factors that can cut short the life of ordinary polyethylene pipe.

Ideal for carrying cold water indoors or outdoors on farms, in the home or in industry, polyethylene pipe enjoys a steadily increasing market. It can become a regular profit-maker for you.

Users like its light weight and easy-handling characteristics. Its flexibility permits it to be curved around most

obstacles, with less need for angle fittings. It's available in rolls for long, coupling-free runs, but it can also be cut into short lengths with a knife. Simple compression fittings speed connections. Freezing does not harm the pipe.

Tenite Polyethylene plastic is made by Eastman and is supplied to extruders who produce the actual pipe. This pipe carries the tag shown here. It's your customer's assurance that he's getting all the advantages of Tenite Polyethylene.

For the names of pipe extruders plus a free folder explaining the usefulness and durability of pipe made of Tenite Polyethylene, write to EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGS-PORT, TENNESSEE.

TENITE
POLYETHYLENE
an Eastman plastic

NEW
from

union malleable

**THRIFTY
FIFTY
PAK**



The newest idea in pipe fitting merchandising is this new easy to carry assortment of high quality U-Brand pipe fittings. Look at these features which sell the new *THRIFTY FIFTY PAK for you:

- ▲ *An assortment of 50 popular size fittings in one package.
- ▲ *Your choice of 1/2" or 3/4" pipe fittings in either black U-Cote or galvanized finish.
- ▲ *A rugged, convenient bin-type tray that is built to last, with no staples to cut or scratch the hand.
- ▲ *Designed to your needs, with each section clearly marked—you'll have the fittings you want when you want them.
- ▲ *The *THRIFTY FIFTY PAK on the job saves time, wasted trips, and loss of fittings. This means more money in your pocket.

*T. M. Reg.

*Pat. applied for

A *THRIFTY FIFTY PAK on display on your counter means profits from extra sales. Your customers will easily see the *THRIFTY FIFTY PAK saves time, wasted trips, loss of fittings . . . and MONEY for him.

THE UNION MALLEABLE MANUFACTURING COMPANY ASHLAND, OHIO

A single source for all your pipe fitting needs: Galvanized and Black U-Cote Malleable Iron Pipe Fittings-Unions-Plugs and Bushings-Cast Iron Drainage and Screwed Fittings-Steel Nipples and Couplings-Metal Insert Fittings for Plastic Pipe



Buy the



Gold Strand® Insect Wire Screening

- available in galvanoid, aluminum or bronze
- nine widths from 24" to 48" in 100-ft. rolls
- standard 18 x 14 mesh



Handi-Rol Fly Screen —for do-it-yourself applications

- galvanized steel or aluminum
- pre-cut to 66" lengths; 28", 32", 36" widths
- 12 rolls in each carton
- easy-to-follow screen making and repairing instructions

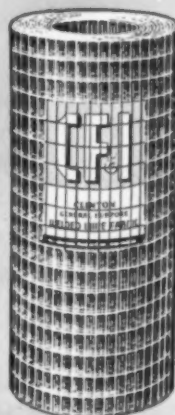
CF&I Woven Ornamental Fence

- 100-ft. rolls in widths of 36", 42" and 48"
- two weights—heavy (specification A) and light (specification A-11), both heavily galvanized



CF&I Woven Flower Bed Border

- 100- and 150-ft. rolls in widths of 16", 22" and 28"
- light and heavy weights



Clinton General Purpose Welded Wire Fabric

- 100-ft. rolls in 5 widths from 24" to 72"
- mesh sizes from 1" x 1" to 2" x 4"

hardware products line

Sales and profits increase when you carry a *complete* line of hardware products. A high quality line assures customer satisfaction—builds up repeat sales.

You'll find it's convenient to order from CF&I—one call to your nearby CF&I sales office allows you to fill many of your needs from a single source of supply—paper work, handling and shipping costs

are cut to a minimum.

Next time you're in the market for quality steel hardware products, make sure you take advantage of the savings in time, trouble and money offered by a single source of supply. For further information, call one of CF&I's offices listed below—or your jobber—today.



Lok-Line® Poultry Netting

- 150-ft. rolls in widths from 12" to 72"
- galvanized before weaving
- 3 meshes—¾", 1" and 2"



CF&I Merchant Wire

- annealed or galvanized
- gages from 6 through 18
- packed in 100-lb. coils



Quick Hitch® Gate Springs

- oil tempered high-carbon steel wire
- [spanned (indoor) or galvanized (outdoor) finishes
- standard length—15 15/16"
- hook end style
- packed 6 to the box



Perfection® Door Springs

- japanned, galvanized or cadmium-plated finish
- strong, regular or light pull
- standard length—16 3/4"
- looped or coned hook end style
- packed 12 to the box



CF&I Hardware Cloth

- heavily galvanized after weaving
- 100-ft. rolls in four widths from 24" to 48"



CF&I Hex Mesh Netting

- galvanized after weaving
- wire sizes from 14-20 gage
- all standard meshes, in widths from 12" to 72"

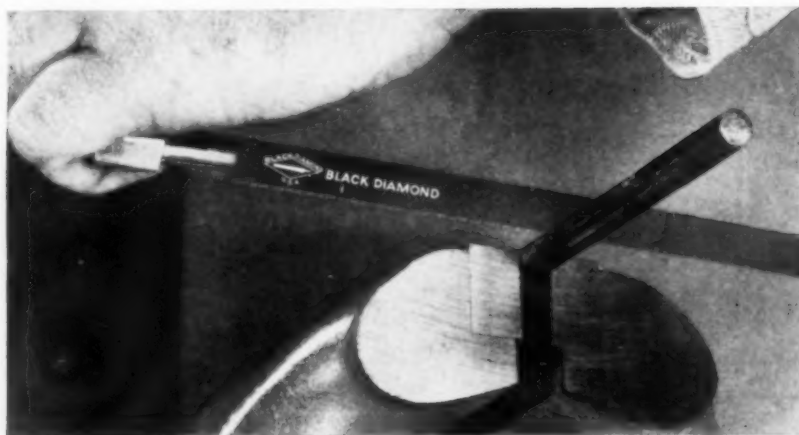


CF&I-WICKWIRE
HARDWARE PRODUCTS
THE COLORADO FUEL AND IRON CORPORATION

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Ft. Worth • Houston
Lincoln • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita
WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

IMPORTANT NEWS

Announcing Black Diamond Hacksaw Blades



Companion products to Black Diamond files

When a company with brand acceptance like Nicholson comes out with a new—and related—product, that's exciting news for dealers.

And that's just what the news about Black Diamond Hacksaw Blades is—*exciting!* Now available through selected Hardware Wholesalers, these blades offer your customers the kind of quality they get in Black Diamond files. And they offer you the same kind of steady profit as Black Diamond files.

They're available now—in smart new packages with built-in merchandising. And we're telling your customers about them in the pages of *The Saturday Evening Post* and other leading national magazines.

We'll be telling you more about these new products in this publication. No doubt your wholesaler will be in to give you additional interesting facts. In the meantime, why not be among the first to order this profitable new Black Diamond product!



NICHOLSON FILE COMPANY

PROVIDENCE, R. I.

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)

TELEGRAM

C5:29 PM JULY 2758 PAD335 MC 445
MILLC 267 PD FAX PETALUMA CALIF 3PMC

TO ALL FISHING TACKLE JOBBERS—DEALERS

WIRE TODAY FOR COMPLETE DETAILS ABOUT "STREN"
MONOFILAMENT—DU PONT'S NEW SPINNING LINE.
SUNSET HAS BEEN SELECTED AS THE ONLY
SOUTHERN COMPANY TO DISTRIBUTE "STREN".

SUNSET FISHING LINES
FLORENCE, ALABAMA



Quality Control helps you sell

REPUBLIC

Southern Fence

STRONGER • LASTS YEARS LONGER • EASIER TO ERECT

Every step of the way—from the mining of Alabama ore, till it reaches your store—the quality of Republic Southern Woven Wire Fence is carefully controlled. The result is a fence you can sell with pride... a fence that will provide sure protection for your customers' crops and stock... a fence that will stand up under weather and abuse *years longer*. Check these points to see how Republic's quality control pays off in increased sales:

Strong, tough steel wire—made from special analysis open hearth steel. Stands taut and strong, yet is pliable enough for easy stretching, splicing, or wrapping.

Uniform zinc coating—each wire in a Republic Steel Fence is heavily and uniformly galvanized to stand up under the ravages of weather, abuse, and time.

Firm, snug-wrap hinge joints—can take a brutal

beating from livestock or bumps from heavy farm implements—and still spring back straight and strong.

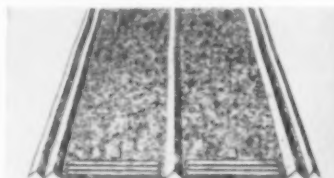
Warranty tag—With each roll, you can offer a warranty tag to show Republic Fence and Barbed Wire meets the requirements of Simplified Practice Recommendation R-9-47 of the U. S. Department of Commerce-National Bureau of Standards. It also meets ASTM Specifications on fencing and barbed wire, Type 1.

Your ability to give customers these fencing advantages means that it will pay you to stock up now on Republic Southern Woven Wire Fence. You can sell it in a wide range of types, gages, and heights—including field, hog and cattle, wolf-proof, and poultry styles.

Republic Southern Fence is *made in Southern Mills to meet Southern conditions.*

Contact your Republic Representative... or mail coupon at lower right

OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



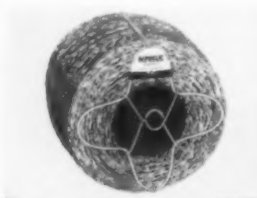
BLUE RIDGE Galvanized Steel Roofing can be used with any V-drain type or standard V roofing.



Precision Wound® Automatic Baler Wire for high-speed balers.



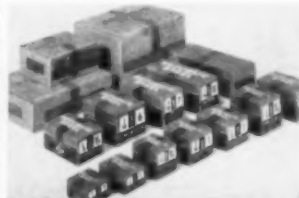
Flexible plastic pipe for pumps, water lines, livestock waterers, etc.



Galvanized barbed wire in all popular styles.



A wide range of wire nails to fit any requirement on the farm.



Nuts and bolts in all sizes and types, ideal for farm use.

roll after roll!



REPUBLIC STEEL



*Manufactured in the South
for Southern Farms*

GENERAL OFFICES—CLEVELAND 1, OHIO • SOUTHERN PLANT—GADSDEN, ALABAMA

REPUBLIC STEEL CORPORATION

DEPT. SH-6380

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me information on:

- | | |
|---|---|
| <input type="checkbox"/> Woven Wire Fence | <input type="checkbox"/> BLUE RIDGE Roofing |
| <input type="checkbox"/> Automatic Baler Wire | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> 1 3/4 Gage High Strength Barbed Wire | <input type="checkbox"/> Nails |
| | <input type="checkbox"/> Nuts and Bolts |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Old "Prospect Pete"
Had Roamed the Hills
To Stake a Claim
For High Speed Drills

He Struck it Rich;
He owns a "Mine"
For He has Found
The Hanson Line

So Stake Your Claim
In Craftsmen's Skills
"There's ,," you'll say,
"In Them Thar Drills."





Hanson

Self Seller

DRILL DISPLAY

CONTACT YOUR JOBBER or...

HENRY L. HANSON CO.
28 Union St.—Worcester, Mass.

50TH

GOLDEN VALUE YEAR

1958

1959

M. B. Laddon Named Langley President

MACHLIN B. LADDON, was elected president of Langley Corp., fishing tackle manufacturer, at a board of directors meeting held recently in



Machlin B. Laddon

San Diego. Laddon has served as vice-president and general manager since February 1955. He succeeds I. M. Laddon, who remains as chairman of the board.

Announcing...



a new "Do-It-Yourself" Product...

G. F. WRIGHT STEEL & WIRE COMPANY
WORCESTER 3, MASSACHUSETTS

Available from jobbers everywhere.

INDUSTRIAL WIRE CLOTH • STANDARD HARDWARE CLOTH • HEXAGONAL NETTING
WIRE STRAND • WOVEN WIRE LATH • WELDED FABRIC • SCREEN CLOTH

Jon-E Display Contest Sponsored by Aladdin

ALADDIN Laboratories, Inc. is inviting Jon-E dealers to participate in its Jon-E display contest to be held during the fall months.

A window or inside-store display built around the theme, "Keep Warm, Have More Fun Outdoors," featuring specified Jon-E products must be on exhibit for a minimum time of 14 days between October 1 and December 31.

To insure equal opportunity, entries will be divided into three classifications according to store's annual volume in sporting goods.

Prizes include three first prizes of \$1,000 cash each; three second prizes, \$300 cash each; and three third prizes of \$100 cash each. Fourth prize is a giant size Jon-E Warmer, retail value \$4.95, to be awarded to every dealer who submits an entry.

Free display material will be made available upon request.

Details and entry blanks may be obtained by writing to the company at 620 South 8th St., Minneapolis, Minn.

1 FOUR STEPS TO PROFIT in your fall G-E Bulb promotion

(Sept. 15 to Nov. 15)

1 PLAN—Pick a date right now for your own store promotion on profitable G-E bulbs. Get your efforts in step with the heavy concentration of G-E Bulb advertising.



2

2 ORDER—Prepare to profit from this year's bigger than ever promotion. Order: ample stock **AHEAD**—in all the sizes and types you sell.



3

3 DISPLAY—Build extra displays of your own during this peak bulb-selling season, or use the special merchandising aids available from General Electric.



4

4 SELL UP—Push 4-bulb packs of regular G-E bulbs—premium-priced G-E Coloramic and Deluxe White Bulbs, too. Don't forget 3-way bulbs, night lights, and other special bulbs.



2 PROFIT MAKING THEMES



Bulbsnatcher campaigns have been outstandingly successful. 1958 campaign hits price-conscious buyers with the low cost of G-E bulbs.



Coloramic campaign—a natural "profit partner" with Bulbsnatching—emphasizes color in lighting for inexpensive home decorating.

**Backed by this
TREMENDOUS ADVERTISING
during September,
October and November**



RADIO

Arthur Godfrey every week on CBS



TELEVISION

Hard-hitting, nationwide commercials



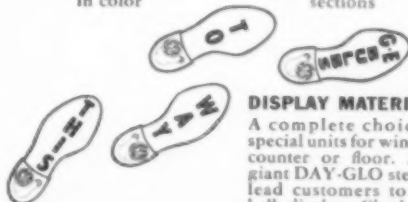
MAGAZINES

Full-pages in color



NEWSPAPERS

Sunday Magazine sections



DISPLAY MATERIAL—

A complete choice of special units for window, counter or floor. Also, giant DAY-GLO steps to lead customers to G-E bulb displays. Check your G-E bulb representative.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

WHAT'S BEST FOR YOUR CUSTOMERS—IS BEST FOR YOU

SELL PENN

From the blades up—the finest of precision grass-cutting machines!

NEW LIGHT-WEIGHT, LOW-COST REEL!

NEW LOW ROTARY PRICE!



NEW

EXETER 175

Model 28218—18" Cut
Pennsylvania quality features.
1.75 HP Briggs & Stratton motor

AVALON

Model 66218B—18" Rotary
Typical Pennsylvania quality.
2.00 HP Briggs & Stratton motor

*Prices slightly higher in the Far West.

SYLVANIA!

Your reputation depends on the quality of the products you sell. The sure way to keep it is with trouble-free, top quality merchandise—not with flimsy, low-quality price goods. Since 1877, *Pennsylvania* has been the most respected name

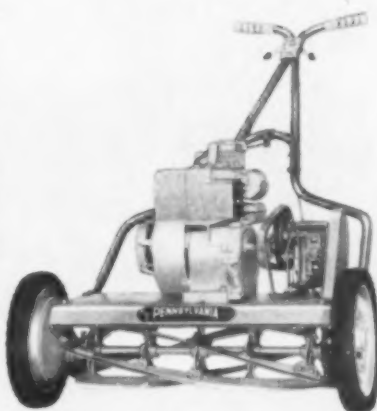
in lawn mowers. Add to this reputation the support of a nationwide network of service stations—a *Pennsylvania* “extra” that price goods can’t offer. You’ll see why it will pay you to put *Pennsylvania* to work for you in 1959.

ONLY PENNSYLVANIA GIVES YOU THESE FIVE GREAT MOWERS, TOO!



REELRIDER

Model 42221D
21" Riding Mower



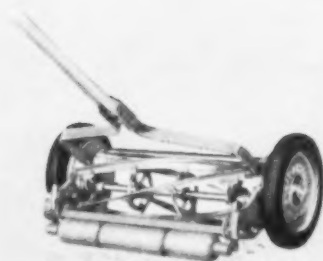
DELUXE

Model 40221C (5 blade)
Model 407221C (7 blade low cut)



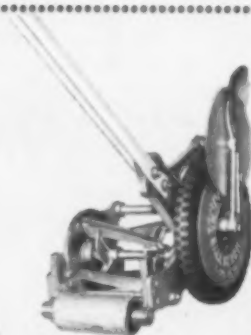
LAWNDALE

Model 69221A
21" Riding Rotary Mower



GREAT AMERICAN

15", 17" or 19" size



TRIMMER AND EDGER

**NATIONALLY-ADVERTISED
PENNSYLVANIA
—THE MOST RESPECTED
NAME IN LAWN MOWERS
—SINCE 1877!**

PENNSYLVANIA LAWN MOWER DIVISION
AMERICAN CHAIN & CABLE CO., INC.
BRIDGEPORT, CONN. • Plant: EXETER, PA.





NOW IN BRIGHT, NEW LEAK-PROOF PACKAGES

Your customers will welcome these new leak-proof packages, which end forever the pesky problem of nails or brads slipping through the bottom flap. And you'll find the bright, new two-tone blue color scheme a real eye-catcher—plus a quick way to distinguish brads from nails.

Display a few colorful cartons of DIXISTEEL Wire Nails and Brads on your counter, where customers can see them, and watch how sales climb on these profitable products.

Order DIXISTEEL Wire Nails and Brads from your wholesaler—in the bright, new leak-proof packages.



LEAK-PROOF BOTTOM

The bottom of this new style package is double-flapped to prevent leakage of nails or brads.

Manufactured only by

Atlantic Steel Company

P. O. Box 1714 • Atlanta 1, Georgia • TRinity 5-3441

In shopping center location, dealer's

Sales Volume Tripled

By Hal M. Newsome

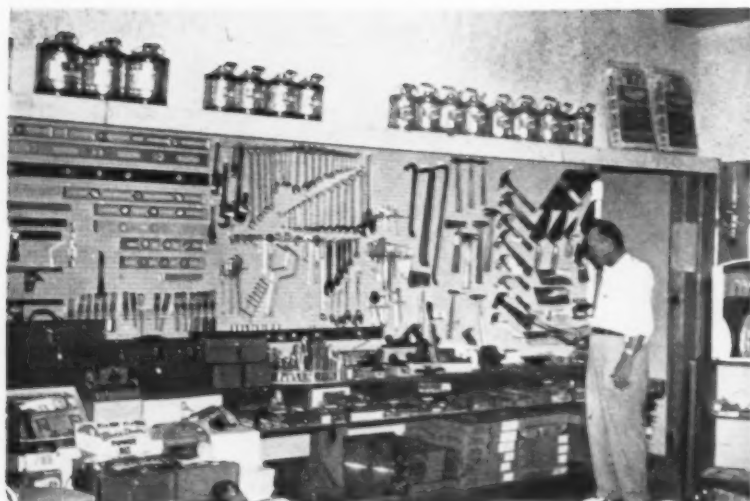
Stock is tailored to neighborhood needs, with housewares occupying 25 percent of space. Small products are packaged in plastic bags, hung on peg board; grills are in wide aisle

GLIDER HARDWARE Co. of Greater Miami has tripled its sales volume in less than two years since it moved from an average "individual" location into the large and progressive Flamingo shopping center in the suburban city of Hialeah.

Its current trend of sales is still upward by about 30 percent per year, with somewhere near the full potential due to be achieved in about another year and a half, in Owner G. G. Glider's opinion.



In a suburban location this dealer has achieved a five-time turnover in most departments while increasing margins substantially on many items. He's done it through use of eye-level displays systematically rotated, pre-packaging of small items, planned advertising and promotion, credit selling, and an inventory that is carefully tailored to the needs of customers



Hand and power tools are displayed against rear wall, and window space is also devoted to the latter. Customer above likes the quality lines carried by store



Power mowers are one of the quality items bought in quantity and stored to reduce prices. Owner Glider, left, demonstrates special features to home-owner

The center has 30 stores, 12 of them national or state-wide chains of all types, and can park 2,000 cars at one time or 10,000 a day.

Glider's expenses in the new, modern, streamlined merchandising facility are running about double those in the old store—due mainly to higher rent, much more regular and liberal newspaper advertising, and air-conditioning cost. However the good current business and future potential in the center are making the higher overhead seem like a very good investment. Already the higher rent is only five percent of gross sales, and this percentage will drop as volume increases as expected.

While there is a lot of competi-

tion in certain lines among stores in the center itself, the joint co-operative promotions and outstanding merchandising techniques of the whole facility have created and maintained keen buying interest and even shopping excitement among thousands of prospects from a wide surrounding area. The public has been educated to be "center conscious," to watch for good buys and ever-changing, selling stunts every week. Each store is represented on the center's advertising council.

The widespread use of self-service throughout the center has trained shoppers generally in this technique. This enables Glider's to handle more dollar volume at

lower per-unit sale's cost, especially during peak periods. Other techniques that have helped Glider include: packaging of all small loose items, tailoring of lines to comprehensive neighborhood needs, rotating of low-level displays, and improved general merchandising methods based on continual study of selling psychology and of the ideal productivity of each unit of counter space. The store is also open evenings six days a week to catch the after-supper shoppers.

Glider's further attributes his outstanding sales in part to the combined pulling power of the varied and high-quality "name" stores in the center and to the continuous, cooperative newspaper advertising especially in all holiday promotions. During the 10-day peak period last December, the hardware store made sales of \$1,500 to \$1,800 per day, and 20 percent of the year's volume was recorded in that one month. Every holiday of any kind is celebrated by a joint city-wide promotion with sales somewhat in proportion.

Each merchant who wishes takes one fractional section of the full-page holiday ads in the big daily papers, and also can advertise independently in the widely-circulated local weekly paper. The combined effect is to attract concentrated buying power and heavy pedestrian traffic past all stores. To capitalize further on this, Glider's uses three-foot round signs taped on the window offering and displaying two or three advertised specials and also timely staples every week.

Since much of the trade is of the walk-in type, made up of nearby home-owners and industrial employees on their way home, Glider has tailored his stock to their all-around needs—and especially the women buyers. With the possible exception of housewares which occupy 25 percent of the space, he doesn't specialize heavily in any one line, but instead maintains a broad inventory with many small displays of widely varied lines. He finds it more effective in meeting his main competition, which is from the chains in the center, to carry a more complete and specialized inventory of better quality items. The inventory, relatively shallow in number of identical items, is quickly replaced as



Paint and decorating accessories are both good sellers. Women particularly like the complete and impressive displays

needed from the very complete stocks carried by local wholesalers.

In this way the dealer makes the fullest possible use of his 3,000 square feet of selling space and of his capital. In general, housewares make up 40 percent of sales, assorted hard goods of all kinds 40 percent, and paint and sundries the balance.

Glider's maintains a fully flexible plan both on the exact composition of its stock and in the department locations and arrangements. The store keeps automatic records of sales in the three main departments by using identifying letters on the sales slips.

Stock turns over five times a year on the average—and each department, table, or basic unit of space has to bring in its quota of sales, or else the lines involved are changed, re-evaluated, or relocated. Some are cut back drastically due to fundamental competitive conditions, while others are expanded in their place.

For example, the giftwares such as fancy glass, pottery, and small appliances occupy four island tables, and over the year this produces one-half of all the extensive housewares sales. This is the sort of quota which is being set up and gradually reached on all the best lines. Figures are being compiled carefully on the ideal productivity per unit of space for future reference.

Glider's stresses quality items as far as possible as one way of meeting the chain stores' price pitch. He buys large-ticket items in quantity to get better prices on power mowers, power tools, heat-

ers, etc. But he does carry a second or lower-priced line in highly-competitive items such as tools and paint.

Most departments are rotated within the store every few months for the sake of novelty and freshness. This emphasizes each line in turn as it is moved into a prominent spot, and also reveals the best locations for the main lines. This pattern of change is practiced also throughout the center, and is believed to be one of the factors which capitalizes on the contagious mass curiosity of the thousands of regular shoppers. It gives Glider's a chance to tie in with the general merchandising activity and to show "what's new" in its lines with special signs, displays, and offerings.

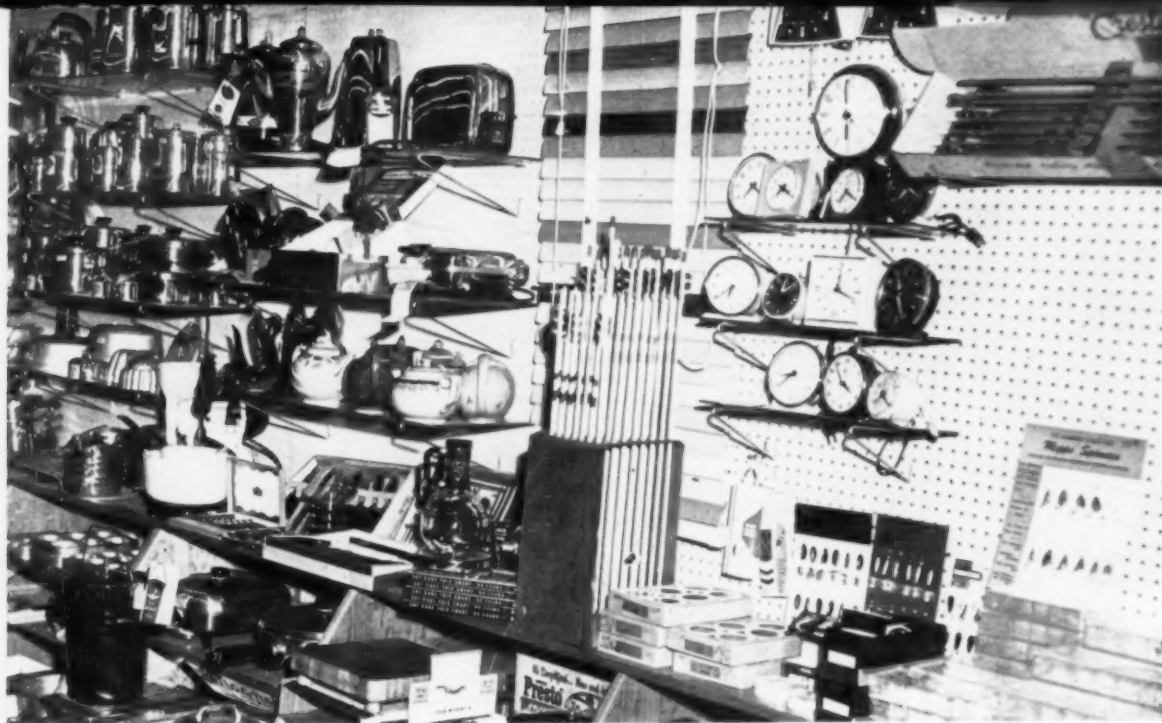
In addition to participating in the joint holiday ads and supplements in the large metropolitan dailies, Glider's runs regular 10 by 16-inch ads in the local weekly paper. He plugs several new specials every week as well as standard full-price lines in rotation.

Advertising costs the store about \$3,000 a year, but it produces concentrated sales of the advertised items in a quick, regular pattern. The suburban weekly with a 30,000 circulation comes out on Wednesdays, and sales of the advertised items reach a peak on Fridays and Saturdays, and spills over on Mondays. About half of this advertising is done on a cooperative basis with manufacturers.

(Continued on page 72)



View of the rear portion of store shows that aisle is a bit crowded. The store's aim is to have an open center aisle, stimulating rear-store volume



Vienna Hardware Co. achieves variety of eye-catching merchandise displays through use of pegboard-lined walls throughout the store

Modern Display Ideas

By
Beatrice Miller

attract the modern home-owner



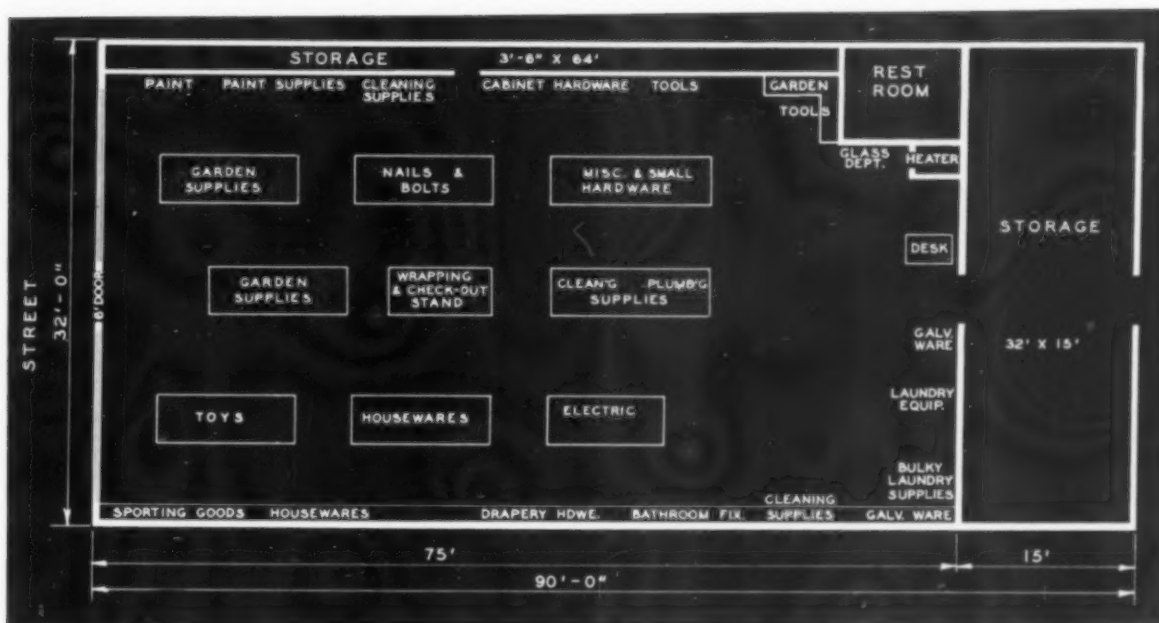
To speed-up paint selection for customers, Blumberg has devised a unique cross-check number system, whereby specific items from color charts may, with facility, be located on shelves. Above, he demonstrates the system for lady customer

A HARDWARE store located in one of today's new and expanding suburban areas must be modern if it is to compete effectively. Merchandise must be geared to the needs and tastes of the young home-owner—the suburbanite with do-it-yourself inclinations.

And basic features in any such store, it has been found, must include attractive use of color, reasonably bright lighting, and flexibly designed fixtures to allow maximum open display of items.

Samuel Blumberg, owner of Vienna Hardware, Vienna, Virginia, believes that his store meets these requirements.

"In addition to the very latest fluorescent lighting," Blumberg remarked, "I installed fixtures with adjustable shelves which, for bulky merchandise, could be disassembled right down to the base, if necessary. And I came up with



Vienna Hardware's aisle arrangement, above, avoids merchandise clutter and customer congestion

some most practical 3' x 4' wood units, costing but \$45 apiece, which are placed end-to-end in 8' and 12' lengths."

He preserved the shelves' natural wood grain appearance with three coats of lacquer.

To detect immediately any sudden depletion in popular nuts and bolts sizes, he designed a 120-bin

counter which has since proved a boon to customer self-service, as well as the job of simplifying stock inventory.

Blumberg dramatized his merchandise by lining his store walls with a 1/4" pegboard in various pastel shades.

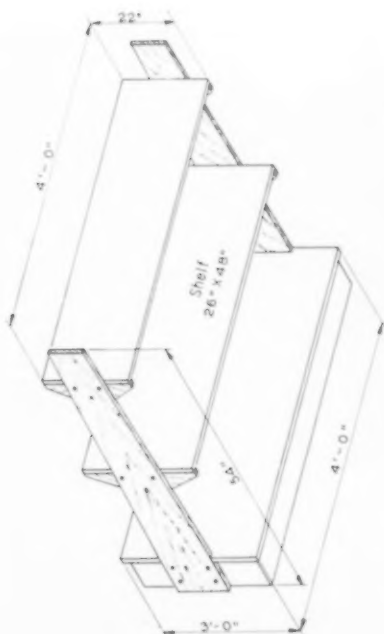
The store is 32' wide and 90' deep and includes a 15' x 32' stor-

age room in the rear of the store.

Along the wall he has allotted 24' for houseware items, 30' to paint, 24' to cabinet hardware and tools, and a 9' x 5' corner to garden tools.

His paint department was brought to the store front, where the stock may be forcefully dis-

(Continued on page 83)



Blumberg-created fixtures were designed for modern hardware store requirements and may be quickly dismantled for regrouping into variety of shelf arrangement





Eight display islands of toys and wide aisles encourage browsing—and sales



Only quality merchandise is carried

Quality Toys All Year — *this store's answer to competition*

TOYS ARE the answer to the average modern hardware store's search for something to replace some lines lost or largely lost to other types of stores, particularly chain food establishments, according to Sid I. Malone, manager of Burrows Hardware Co., Beeville, Texas.

Incidentally, this concern came into existence in 1883, and the adaptation of toys to fill the void left by former lines is typical of how it has remained "young" in spite of its age.

The company had handled some toys for Christmas selling for a number of years, and when Malone began searching for new lines to replace some of those diminished by competition of non-hardware establishments, he felt that perhaps toys were one of the answers. However, before he went all out with toys, he visited hardware stores in several states which had built profitable toy departments, to learn not only how well the line was serving the hardware store, but to gain some additional knowledge as to buying, displaying, and merchandising.

He came back from his trip con-

By Ruel McDaniel

vinced that toys were one big answer to his problem. He has had no reason to change his views since stocking quite heavily.

"I learned," he declares, "that it's impossible to do a maximum holiday toy business without having to carry over considerable stock; and learning that, we decided to forget seasons and try to
(Continued on page 84)



Bicycles and other wheel goods are important part of the toy department and are displayed with other toys. Wide assortment of games attracts the gift buyers



Thomason's Drive-In is set back from street to provide ample parking space for "pop in" customers. From his desk, Ray Thomason has an overall view of his drive-in store

He's Ringing Up A Sale A Minute

By George W. Phinney



REAL PROGRESS in any business comes quietly, unannounced, sometimes almost unnoticed. It doesn't happen all at once, on a certain day, or at a certain time. It slips up gradually, until one day cold facts and figures show the extent of that progress.

So it has been with Ray Thomason's Drive-In Hardware in Oklahoma City.

Shortly after World War II, Thomason bought out a bankrupt grocery store, building, site, and all. With \$5,000 he managed to borrow, he put in a small stock of hardware. There was enough room left in the 75 x 100 foot building "to hold a convention."

Thomason's friends told him that he would be broke in no time. For a time Thomason thought they

were right. But it wasn't long until shelves, bins, show cases, and display counters began taking up the empty space.

Now, 12 years later, he is still in business, with a statewide reputation and a sales increase from a few per day to an average of one sale each minute.

How did Thomason do it? Here's
(Continued on page 85)

The drive-in store gets its share of craftsmen who come in for quality tools and accessory merchandise



Mrs. Thomason chose the store's name for its customer appeal. Here, she shows customer an electric heater



Aggressive dealer passes along his

Ideas for Savings and Sales



Joe Hollingsworth pushes button to summon helper from the service shop to assist him during rush on sales floor

WHILE JOE Hollingsworth was selling a power mower to a customer in his T. V. Hardware Co. store at Clinton, Tennessee, another customer walked in to look over some merchandise.

Hollingsworth, a pleasant, alert young man, casually reached over

and pressed a button at a counter on a small desk enclosure. Another young man hurried out from a workbench in the service shop at the rear of the store to serve the second customer.

That's one of the many successful ideas put into operation by Hollingsworth, who now also owns the Hollingsworth Hardware Co. store at Lake City, Tennessee.

Incidentally, the T. V. Hardware Co. at 356 Market Street in Clinton, originally was known as the Tennessee Valley Hardware Co., and the name was shortened to T. V.—not for television.

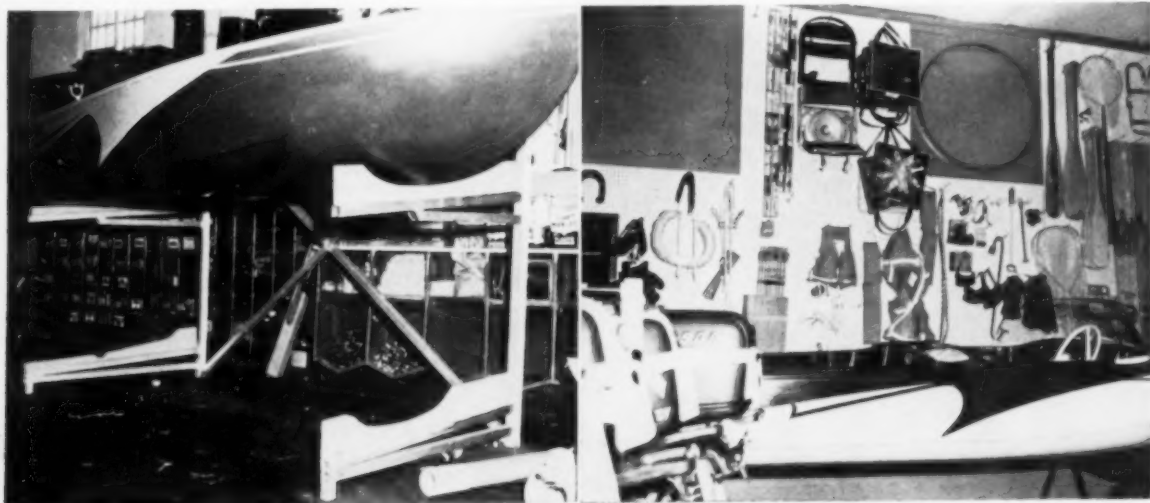
Hollingsworth's ideas for merchandising in his modern hardware

store often save money and they increase sales. He has two helpers in his Clinton store, and on Saturdays his wife also works there.

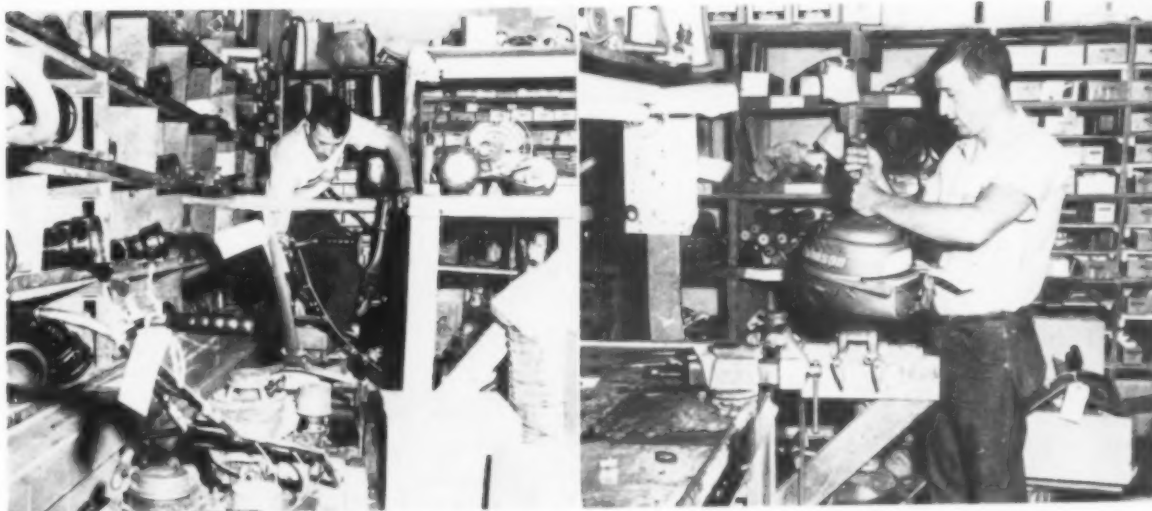
"We try to keep busy all the time," he stated. "We don't like to sit down. There is always something to do. At first we didn't have a service shop, but we soon decided a store has to be able to service the items it sells.

"People buying power mowers today, for instance, want to know first if a dealer can service them. We sell more power mowers by being able to answer yes.

"People usually don't want to wait a long time until they can get back a power mower or something



A double-cradle for boats which the store made is particularly valuable in gaining attention. Here the boat for the lower arms has been removed to display out front. Peg board placed on a back wall prominently spotlights other sporting goods items



The company offers service on power mowers, motors, and other items. Gilbert Stair, busy at work here, doubles as salesman

they've left for service. And they don't want to buy something on which parts may not be readily available. In our service shop we give service on all kinds of power mowers, on outboard motors, and other items.

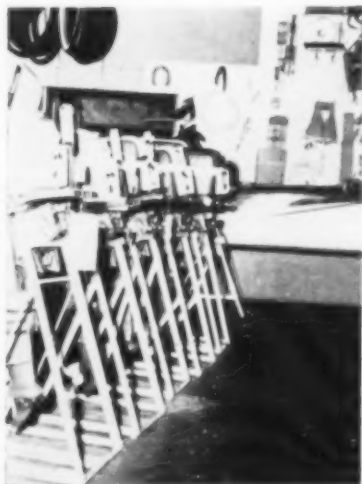
"Our service men also can come out to help wait on customers during rush hours. Sometimes in stores you will see employees standing around, or sitting idly, with nothing to do, but we avoid this situation in our store. Even in slack times, as in winter, there's something to be done."

One of Hollingsworth's ideas was to remodel and to make attractive new fixtures, working on them from time to time as he and the other staff members could. He didn't try to do it all at once and

there is still some work to be done. But most of the store now is quite a contrast to a small section not yet changed.

Hollingsworth figures he "saved a right smart of money." He at first had someone give him an estimate on a paint rack and it ran to about \$10 a foot, or around \$200 for the whole rack.

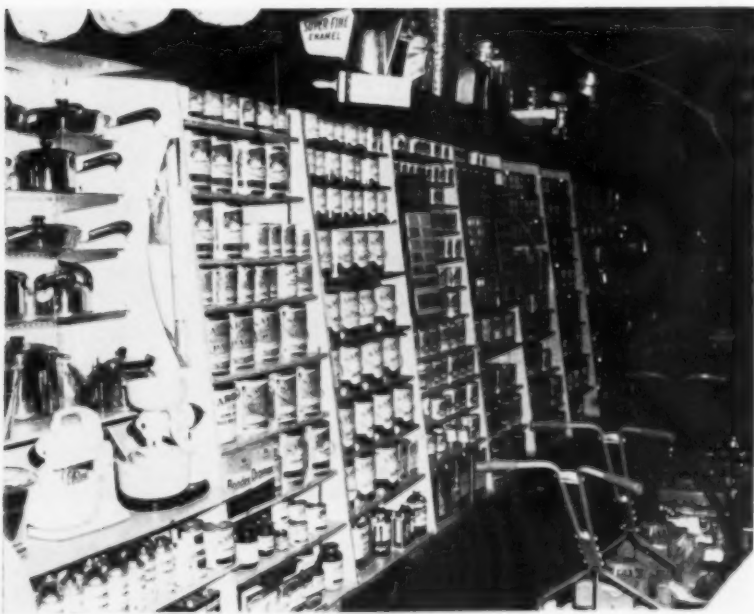
Hollingsworth and his helpers just pitched in and made fixtures, not only for paint but for the entire store. "I guess all the fixtures, all told, didn't cost us over \$400," he stated. He had some 2x4s and 2x6s, as well as other odds and ends left over from some other jobs, which were traded in on material for display fixtures.



Store-made fixtures include stands for outboard motors and an island fixture for housewares. Note sign listing rental items, still another profitable idea



Before Hollingsworth and his staff remodeled the paint section, above, it was cluttered and unattractive. Slanting fixtures, with no counter, improved this



Work on the fixtures was started in a warehouse in 1956. In winter when the service shop was not too busy, time to work on fixtures was possible. While one person would work on fixtures in the shop, others would handle customers in the front of the store. One helper did most of the making of the fixtures.

Sporting Goods Section

The ideas included displays for a sporting goods section which was added to meet the increasing interest in these items, especially in boating and fishing. Clinton is near

Norris Lake and within a short distance of several others in the Tennessee Valley Authority chain.

One special attraction is boats which can be displayed in the store on a "store-made" boat cradle. This cradle has an arm for a boat at the top and another at the bottom, but often the lower boat is placed on display outside the front of the store.

Stands were made to display a row of outboard motors.

Peg boards on the back wall are used for display of boat cushions, life-preservers, fishing nets, diving goggles, water skis, canoe paddles,

bows and arrows, and other items.

Pyramid island display fixtures are used up in the front of the store, and also were made at a saving. Housewares chiefly are shown there.

The power mowers are displayed up front too. Besides being able to offer service on them, Hollingsworth finds a hardware store has to be ready to take a mower in trade.

Take Trade-Ins

"We take trade-ins," he explained. "It's coming more and more to that, because most everyone has a mower. What do we do with the ones we take in? Well, we fix them up and sell them or salvage and sell parts off of them. It helps sales considerably. A dealer has a certain advantage if he can take a trade-in or offer service, which a customer couldn't get at numerous places.

"We take outboard motors in trade too. In fact, we trade about anything.

"We did a pretty good volume of business all winter. We sometimes lose on some and make money on others. Ninety-five percent of the guns traded in don't have to have any maintenance on them."

All these ideas—helpers who can service or sell, making of attractive fixtures at a saving, and trade-ins—bring in more customers. And, as Hollingsworth remarked, "The more people you can get into a store, the greater the number of sales."



Customer finds a wide assortment of tools on convenient display fixtures

... \$15,000 inventory
turns five times a year

By Scot Irwin



Nuts? Literally Tons of 'Em!

PAN AMERICAN Hardware and Supply, El Paso, Texas, doesn't think of nuts, bolts, and screws in gross quantities. Rather, the folks there measure their supply by the tons.

"We never have an inventory of less than 10 tons," A. V. Sanchez, owner, stated. "And usually our inventory hits 15 tons."

While this is an orthodox hardware operation, with electrical, plumbing and builders supplies departments, Sanchez credits much of his volume to his bolt, nut, and screw inventory.

"Those are items that customers need and have to have now. They don't want to shop for these items when they are needed. And because it is widely known that we stock practically everything in this line, they come here first. This, of course, leads to sales in other departments," Sanchez explained.

Even with this extensive inventory, however, hardly a day passes but what Pan American sends in a special order or two. And these special orders usually are augmented with staple items to build the order up to the 100 pound minimum.

Regular fill-in orders go in once a month, which follows the regular monthly inventory. In this line, Sanchez takes no chances on running low. He'd rather have an excess of various sizes on hand than to run short.

With this type inventory, it

might be surprising to learn that 65 percent of sales are made to do-it-yourself customers. However, the remaining 35 percent accounts easily for 80 percent of the dollar volume. This 35 percent is made up of industrial accounts.

Stocked items range from machine screws 2/56 to 3/4 by 24 inches long, wood screws from 1/4-inch through 1-inch by 20 inches long. Bolts—machine and cap and set screws come in complete sizes and types.

Included in the "special sizes" stocked are particularly small screws and bolts for government agencies, radio, and sewing ma-

chines of both industrial and domestic types.

"We get a great variety of inventors into our store," Sanchez went on. "They have become accustomed to looking to us for any odd size screw or bolt they may need."

Of course, these inventors are also customers for other tools, everything from lathes to drill press, and all accessories.

Even though farmers, ranchers, and industrial maintenance men draw heavily on Pan American's screw and nut inventory, they also buy screw plate kits. The store sells around 60 of these, in the



A. Sanchez, top, climbs ladder to get bolts; this section is located in store room. Above, in bolt department, regular salesman matches bolts for customer



Though farmers and ranchers draw heavily on Pan American's inventory, they also have occasion to make their own bolts. Sanchez, left, sells kit to customer

most popular size, a year.

Both farmers and ranchers, Sanchez explained, have occasion to make their own bolts to save time in repairing their various types of equipment and machinery.

In building an inventory of this size, Sanchez advises that it is necessary to know local conditions. The demand for certain sizes and types varies in different areas. To start, all sizes should be available, and the re-orders governed strictly by what sells fastest.

It takes at least one employee who knows these items to handle the retail sales. For example, a customer comes in with some de-

vice needing bolts. The salesman will have to know just about what size and type bolts will be needed, and what type threads. "You can be sure," Sanchez smilingly remarked, "the average customer will have no idea."

On rare occasions, the hole might have to be retapped, or rethreaded.

"Our nut, bolt, and screw inventory," Sanchez stated, "averages right at \$15,000. And we turn this inventory approximately five times a year. And with 80 percent of the dollar volume only showing a 25 percent markup, this is a better than good return on the investment."

A Department Up Front Is Boosting Store's Sales of Builders Hardware

"BY MOVING our builders hardware department up front, we found that sales jumped too," stated F. H. Childress, co-partner and co-manager with O. A. Terry,

of Terry & Childress, Lubbock, Texas.

"The department is more profitable right up front in our store," Childress explained. "It is located

to the right of the store entrance and just inside it. It is adjacent to the main aisle of traffic."

Full displays of the builders hardware line appear in glass-door cabinets located in the walls. Each section is two by three feet. All items are in full view and stimulate impulse buying.

A specially designed display island for smaller builders hardware items is in the foreground. Each end is oval-shaped, all items are self-service, and price marked.

Partitions in the island are of convenient waist-height. "Open display of builders hardware up near the front of the store stepped up sales for us with the do-it-yourself trade," Childress stated. "We try to keep a sample of nearly everything in our builders hardware line on open display. The customer thus can handle the individual products, make a decision, or browse as he desires."

The display island was made to store specifications based on the two veteran merchandisers' experience. Stock is behind the partitions and underneath the table.

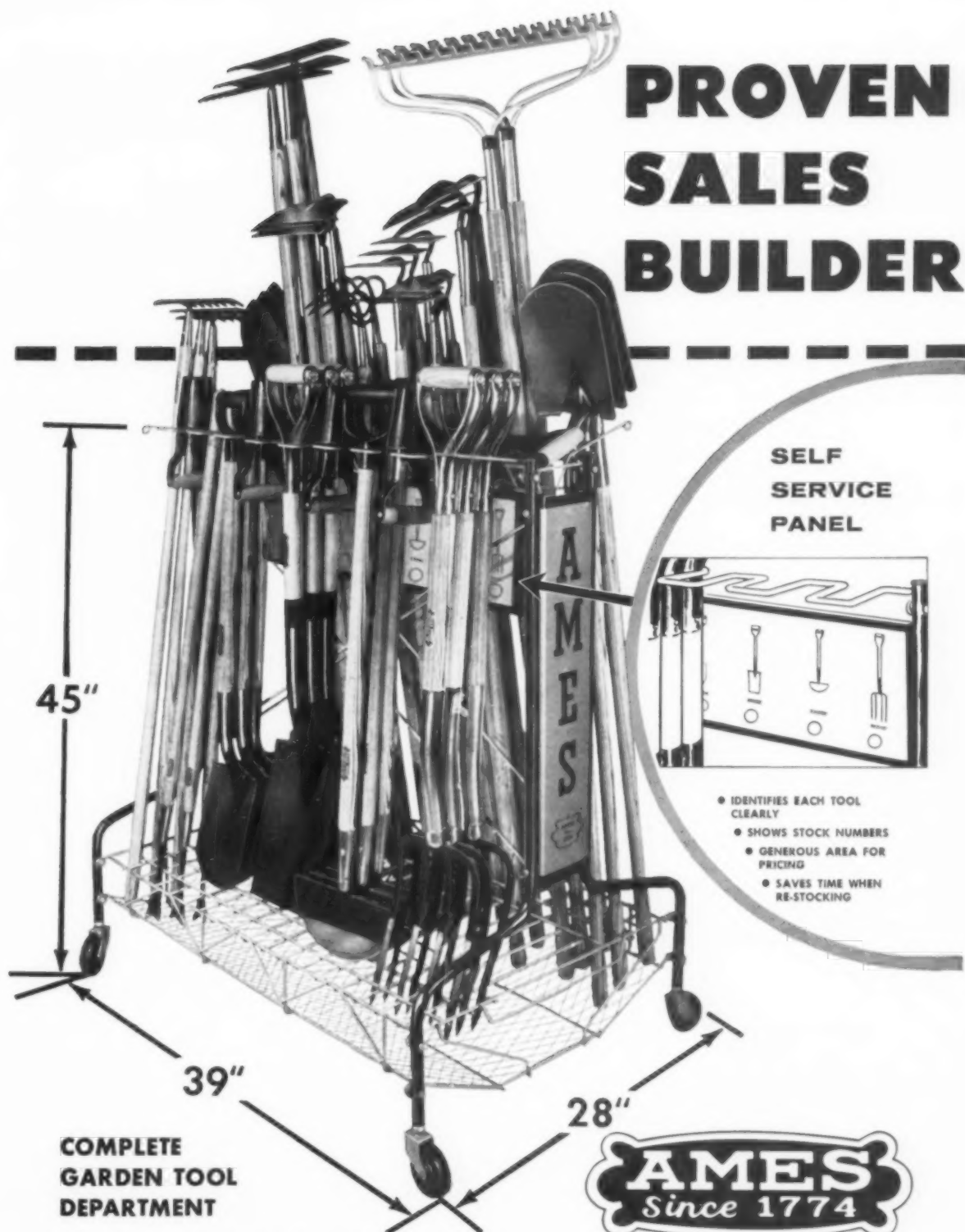
For the larger accounts Terry & Childress, members of the National Builders Hardware Association, obtains volume through bids. The firm acts as sub-contractors on building jobs. Use is made of business service reports on building activity in the area. The concern is posted on construction and building in the trade territory. A representative of Terry & Childress obtains plans and then contacts all general contractors who are bidding.

The contractor who gets the job is contacted. Twenty-five years of conscientious service in this line draws a large volume from remodeling.

(Continued on page 86)



PROVEN SALES BUILDER



Self-Serve Ames Merchandiser with 60 matched "Chrome Line" tools Catalog #AS60.
Profit on your first turn \$61.44.
See your Ames distributor for details.

O. AMES CO.
Parkersburg, W. Va.

Ames also manufactures the famous line of Ames Maid metal household furniture and the new line of Ames-Aire casual furniture

SOUTHERN HARDWARE for September, 1958 For more information use Handy Return Card, Page 111

Merchandising plan to help dealers

Known as the Hardware-Housewares Merchandising Alliance, Inc., the group includes the O. Ames Co., Parkersburg, W. Va.; Borg-Erickson Corp., Chicago, Ill.; O-Cedar Corp., Chicago, Ill.; Rubbermaid, Inc., Wooster, Ohio; and Wear-Ever Aluminum, Inc., New Kensington, Pa.

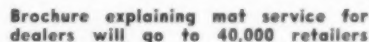
The merchandising alliance, a new approach to the problem of

"One of the prime reasons this group was formed was to give the retailer the kind of advertising which pays off with increased sales," Howard M. Schick, president of the alliance said. "Our first step in this direction is a free ad mat service which will help the retailer sell quality at a profit. This in turn will benefit both the wholesaler and the manufacturer."

The brochure defines display advertising based on quality products, and shows how local merchandising — through the use of prepared ad mats — can be tied in with the continuous national advertising of the five sponsoring companies.

According to Schick, the ad mats will further benefit the retailer by giving his combined mats of top product lines from one source, rather than individual mats from many manufacturers.

The board of directors of the new corporation is made up of representatives of each of the five manufacturers. They are: C. W.



Mats of this type will be available to dealers for local advertising of the five sponsoring companies

Mr. Hardware Dealer...

handle the newest
most sparkling line
of tillers, riding mowers,
and concrete mixers...

*your customers are
asking for!*

GILSON
GILSON
GILSON
GILSON
GILSON
GILSON
GILSON
GILSON



See Your Local
Hardware Wholesaler
for Further Details

Here are two of a complete line of
tillers designed to sell on sight. They
are rugged . . . dependable and
service free . . . a real profit maker.



**GILSON
Super TILLER**

See us at the
National Hardware
Booth 1004, New York
City, and at Atlantic City
OCT. 6th & 7th

All deluxe features . . .
4 cycle 3 H.P. Briggs &
Stratton engine
Heavy cast iron base and
gear case
4 Timken bearings
16 guaranteed unbreakable
Universal hoe tines
Standard width 22" expand-
able to 32"
Swinging depth control

GILSON Corporal TILLER

4 cycle 3 H.P. Briggs &
Stratton engine
Rewind Starter
Universal Hoe Tines
Cutting width 22" expand-
able to 32"
Heavy duty gear case with
4 Timken bearings



WRITE FOR
FURTHER
DETAILS TO
BOX 47-

PLYMOUTH, WISCONSIN
FREDONIA, WISCONSIN
GREENSBORO, NORTH CAROLINA

GILSON
EST. 1911 **BROS. CO.**

CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 111

Pliers. A catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. The catalog is in color and illustrates the different tools. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

Write in No. B1 on card, Pg. 111

Paint Sprayers. The complete, speedy paint sprayer line of the company is illustrated and described in an available catalog. W. R. Brown Corp., 2699 N. Normandy Ave., Chicago 35, Ill.

Write in No. B2 on card, Pg. 111

Power Mower. The complete line of power mowers—from lightweight to heavy duty models with self-propulsion and fingertip control and with full description of each model—is included in a catalog available from the manufacturer. Price lists accompany the catalog. Southland Mower Co., Selma, Ala.

Write in No. B3 on card, Pg. 111

Power Pumps. The company's line of power pumps is described in complete detail in a catalog available to dealers. The various pumps, as well as the line of pump and well accessories, are illustrated fully, and information as to correct pump equipment, water requirements, etc., is included. Special catalogs covering "Submerga" pumps, "CJ", "SJ", and "CJM" jet pumps, hand and windmill pumps and water conditioning equipment may be obtained also. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

Write in No. B4 on card, Pg. 111

Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's 60-page illustrated catalog. Lures are classified according to types for easy reference, and information on patterns, weights, and packing is given for individual lures

as well as for assortments. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

Write in No. B5 on card, Pg. 111

Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

Write in No. B6 on card, Pg. 111

Fishing Equipment. All-new lines, designed to fit special angling situations, are featured in the company's colorful catalog. Among the items described are the Steelheader and Salmon Taper fly lines, color-metered Platyl monofilament, and the braided dacron Snag King. The Line Saver is one of the many fishing aids and packaging innovations to be highlighted; the device allows attachment of leaders and other terminal tackle without "knot loss." Plastic vest pocket dispensers for closed-face-reel spinning lines, and the plastic lure box for flies, bass bugs, spoons, plugs, and lures, are all fully illustrated and described. B. F. Gladding & Co., Inc., South Otselic, N. Y.

Write in No. B7 on card, Pg. 111

Electric Trains. A catalog is available which gives full information and illustrates the company's line of train outfits and accessories. The Lionel Corp., 15 East 26 St., New York 10, N. Y.

Write in No. B8 on card, Pg. 111

Fall and Winter Sports. The 1958 Draper-Maynard Fall and Winter Sports Catalog features football, basketball, volley ball, and boxing equipment. In two-color, the catalog has large illustrations and short descriptive copy. Draper-Maynard Co., Cincinnati 32, Ohio.

Write in No. B9 on card, Pg. 111

Plastic Housewares. The Spring 1958 edition of the Lustro-Ware Cata-

log of over 200 guaranteed plastic housewares is available. Fifteen new products have been included and among these are a 14 qt. refrigerator crisper, a 12 qt. modern oval pail, an 8 gal. Refuse-Tainer, a rectangular laundry basket, and three sizes of boil-proof funnels. Also new is the Lustro-Ware Waste Basket Tree display stand which holds a 46-piece assortment of popular sizes of polyethylene waste baskets. Illustrated in color throughout, each product carries descriptive and specification copy, colors, etc. Columbus Plastic Products, Inc., 1625 West Mound St., Columbus 23, Ohio.

Write in No. B10 on card, Pg. 111

Wood Bits. A 24-page wood-boring tool catalog, No. 53, is announced which provides factual selling and ordering information at a glance. All Irwin wood bits, special packaging, and point-of-sale displays are shown and described. Recommended uses for each wood-boring tool, along with balanced stock recommendations, are included. Other features include special sections on the Adapter Shank wood bits, screw drivers, and factory scenes showing the manufacturing and testing methods employed by the company. The Irwin Auger Bit Co., Wilmington, Ohio.

Write in No. B11 on card, Pg. 111

Fishing Rods. All 56 models in the Actionrod line are illustrated in full color in the 1958 catalog. Rod features are tabulated for quick, easy spotting. Other features are a cross-reference listing by price, color and type groups and rod recommendations for every type of fresh water fishing. Orchard Industries, Inc., Hastings, Mich.

Write in No. B12 on card, Pg. 111

Plastic Pipe. A 4-page illustrated folder is offered which describes the wide variety of uses of three types of semi-rigid and rigid plastic pipe. The types featured are Kralastic, Buty-

YARDLEY K PIPE

made especially
for the man who says:

"I value my reputation..."

The man who wants to be *sure* of his installations insists on Yardley K — the pipe with the safety factor that protects against splitting, pin holes and rupture. Yardley K is *Pressurated* 150 P.S.I., yet costs no more. With only K-150 in your stock you can set submersible or jet pumps to 289 feet pumping water level. This means substantial savings in your inventory. Get all the facts. Write for free Brochure "How to Choose and Use Yardley K Pipe."



FOR JET PUMPS

TIP-IN METHOD

Use K-150 solvent weld pipe, coupled one end — 20-ft. lengths. The well piping system is assembled complete, with well cap, on the ground and then raised or tipped into the well casing.



YARDLEY K FITTINGS are available in a wide selection including male and female adapters with standard iron pipe threads for connecting to pump outlets, etc.

STRAIGHT-IN

Use K-150 pre-joint, 10 or 20-ft. lengths. Pipe supplied with iron pipe threaded male and female adapters attached.

FOR SUBMERSIBLE PUMPS



TIP-IN METHOD

Use K-150 solvent weld pipe, coupled one end — 20-ft. lengths.



STRAIGHT-IN

Use K-150 pre-joint pipe — either 10 or 20-ft. lengths.



YARDLEY PLASTICS CO., 142 PARSONS AVE., COLUMBUS 15, OHIO

CATALOGS & BULLETINS

(Continued from page 52)

rate, and PVC (polyvinyl chloride). Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

Write in No. B13 on card, Pg. 111

Hobby Tools. A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

Write in No. B14 on card, Pg. 111

Drapery Hardware. Simplicity of illustration and ease of usage, completeness of product lines and accessories help to make the company's catalog a practical reference on drapery hardware items. The Stanley Works, 111 Elm St., New Britain, Conn.

Write in No. B15 on card, Pg. 111

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a four-page catalog showing the company's entire golf club line. All woods, irons, putters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradys Co., Inc., 434 Finzer St., Louisville 2, Ky.

Write in No. B16 on card, Pg. 111

Industrial Washers. A complete listing of Joliet washers — dimensions, prices, finishes — is contained in a 16-page catalog along with pages of useful weight and diameter tables, gauge tables, and decimal equivalent tables. In green and black and three-hole punched for easy filing, the catalog illustrates photographically many of the standard and special washers available. Sections list size and thickness tables for the various washers plus expansion plugs, caster shims and machinery bushings. Carton and keg sizes are shown in a section devoted to shipping weights and general terms of shipment. Joliet Wrought Washer, Joliet, Ill.

Write in No. B17 on card, Pg. 111

Spin-Fishing. The 1958 edition of the Airex annual spin-fishing booklet features a brand new story by Jon Gnagy, who reports on the new sport — spin fishing under water. Containing 24 pages, the booklet includes a complete list of the latest NSFA world spin fishing records, many useful facts about fresh and salt water spinning, as well as a complete description of the 1958 Airex line, with many of the reels shown in full color. Dealers may obtain free copies for distribution to their customers. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

Write in No. B18 on card, Pg. 111

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Write in No. B19 on card, Pg. 111

Excello Mowers. Catalog pages featuring the 1958 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

Write in No. B20 on card, Pg. 111

Building Materials. Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. B21 on card, Pg. 111

Fishing Tackle. A complete printed and photographic description of American Tackle products, including 161 rods, 62 reels, all types of fishing line, tackle box, extensive list of Al Foss lures and artificial baits, as well as True Temper belt axes and ice chisels, is contained in the company's 1958 catalog. Merchandising and distribution policies are printed inside the front cover. American Tackle and Equipment Co., A and Somerset Sts. Philadelphia 34, Pa.

Write in No. B22 on card, Pg. 111

Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

Write in No. B23 on card, Pg. 111

Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and woodworkers. Also described are the company's lines of floor and paint conditioning machines including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Descrip-

tions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Write in No. B24 on card, Pg. 111

Fishing Tackle. Pflueger's 1958 catalog includes all of the company's latest fishing tackle. Top items among the new merchandise are the "88" enclosed spinning reel and a complete new line of 39 glass fishing rods. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

Write in No. B25 on card, Pg. 111

Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport 2, Conn.

Write in No. B26 on card, Pg. 111

Marine Wear. Nauti-Togs, a line of marine casual wear by Tapatco, are described and illustrated in a four-page folder offered by the company. There are 32 products for men and women boating enthusiasts in nautical colors of red, white, blue, and navy. The American Pad & Textile Co., Washington St., Greenfield, Ohio.

Write in No. B27 on card, Pg. 111

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. B28 on card, Pg. 111

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Write in No. B29 on card, Pg. 111

Fishing Guides. Five pamphlets, each covering a different fishing technique, are available to dealers for customer - merchandising and hand-out purposes. The booklets are on bait casting, fly, spinning, salt

(Continued on page 60)

LOOK!

Small Floor
Space Earns
BIG PROFITS
for You!



Swan GARDEN HOSE
CAN EARN UP TO **\$76⁴⁰**
PROFIT PER SQUARE FOOT
IN YOUR STORE DURING
A SINGLE SEASON!

Average cost 24 coils Swan Hose \$134.00
Average retail 24 coils Swan Hose \$201.00
Average gross profit 1st turnover \$67.00
Average gross profit 2nd turnover 67.00
Average gross profit 3rd turnover 67.00
Average gross profit for season \$201.00
Less one Swan Master Merchandiser 10.00
Average net profit for season \$191.00

$\$191.00 \div 2\frac{1}{2} \text{ Sq. Feet} = \mathbf{\$76⁴⁰}$
(Per Square Foot)

Swan's Master Merchandiser
Measures Only 18¹/₂ x 18³/₄ x 68" High



Put **SWAN HOSE** on that
2¹/₂ Square Feet of "Heavy
Traffic" Floor Space **NOW!**



SWAN RUBBER COMPANY • BUCYRUS, OHIO, U. S. A.

First With the Finest in Garden Hose



IT'S EASIER TO SELL *Swan* GARDEN HOSE THAN ANY OTHER KIND



SWAN STAR DUST No. 8859

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$6⁹⁵

SWANLITE No. 8700

A full 7/16-inch inside
diameter 50-Ft. coil
to retail at

\$4⁹⁵



SWANSEAL No. 8360

A full 7/16 inch inside
diameter 50-Ft. coil
to retail at

\$3⁹⁵

SWANSEAL Supreme No. 8501

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$4⁹⁵



SWANSEAL Supreme No. 8500

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$4⁹⁵

SWANSEAL Supreme No. 8640

A full 3/8-inch inside
diameter 50-Ft. coil
to retail at

\$6⁵⁰



SWANSEAL Supreme No. 60 (not illustrated) Full 3/4" I.D. 50-Ft. Coil

\$9⁹⁵

And it's Much More Profitable!



SWAN NYL-CORD No. 8530

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$5.95

SWAN PRESSURE-MESH No. 8860

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$7.45



SWAN NYL-CORD No. 8590

A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$7.95

SWAN PRESSURE-MESH No. 8960

A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$9.45



SWAN NYL-CORD No. 8600

A full 3/4 inch inside
diameter 50-Ft. coil
to retail at

\$11.95



**Swan No. 4
MULTI-TUBE SPRINKLER**
to retail at
for 35-Ft. length **\$3.39**

**Swan No. 20
SPRINKLER-SOAKER**
to retail at
for 50-Ft. length **\$4.98**



Swan

Reinforced Rubber Hose



SWAN SINGLE BRAID BLACK No. 165

A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$6⁹⁵

SWAN SINGLE BRAID GREEN No. 8051

A full 9/16-inch inside
diameter 50-Ft. coil
to retail at

\$7⁹⁵



SWAN SINGLE BRAID GREEN No. 8100

A full 3/8-inch inside
diameter 50-Ft. coil
to retail at

\$8⁹⁵

SWAN SINGLE BRAID RED No. 8101

A full 3/8-inch inside
diameter 50-Ft. coil
to retail at

\$9⁹⁵



SWAN DOUBLE BRAID GREEN No. 8190

A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$13⁹⁵



SWAN HEAVY DUTY GARDEN HOSE

No. 205

A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$16⁹⁵

No. 206

A full 1-inch inside
diameter 50-Ft. coil
to retail at

\$25⁰⁰

Boost your sales with unusual new free display piece!

Let your customers sell themselves on Cyclone Fiberglas Screening! Just hang this powerful new sales aid—made of an actual 30 x 30-inch square of Fiberglas Screening—near your sales counter where it can work sales magic for you. Your customers will see it, feel it—and buy. This appealing sample will convince them quickly that Cyclone Fiberglas is the insect screening they want.

Remember to point out these six features of Cyclone Fiberglas Screening:

Never rusts—Never streaks
Never needs painting
Is dent-proof—is fire-safe
Is unaffected by temperature extremes

Call your jobber today. Order six or more 100-foot rolls of Cyclone Fiberglas Screening and get this dynamic new Cyclone Fiberglas Screening Display free with your initial purchase. Act at once and get this effective sales aid in time to tie in with the Owens-Corning Fiberglas Comfort Conditioned Home Promotion. Remember—3 big names, Cyclone Fence, United States Steel and Owens-Corning, further strengthen your sales effort.

If your regular jobber cannot supply you with Cyclone Fiberglas Screening, just fill out and mail the handy coupon below.

USS and Cyclone are registered trademarks



Cyclone Fence Dept.
American Steel & Wire
Division of
United States Steel

Waukegan, Ill. • Sales Offices Coast to Coast
United States Steel Export Company, Distributors Abroad



Now is the best time
to check your stock
of Cyclone Aluminum,
Bronze and Galvanized
Steel insect screening,
and order what you
need at once.

Cyclone Fence
Waukegan, Illinois

Please send me complete information on USS CYCLONE FIBERGLAS
and how I can get my sign.

Name

Company

City State

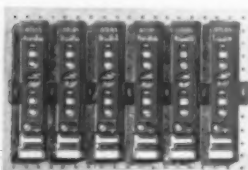
NEW: Atlas

PEG-A-PAKS



DISPOSABLE DISPENSERS FOR 1/4-LB. PACKAGES OF NAILS AND BRADS

Now you can order any Atlas 1/4-lb. package in this revolutionary new combination carton-dispenser. Each Peg-A-Pak holds 10 boxes—10 Peg-A-Paks of each item to a shipping case (weight 30 lbs.).



Easy to use — Just hang each Atlas Peg-A-Pak from tabs on carton. Each is a self-service dispenser.

Easy to replace — When last box is sold, just throw away empty Peg-A-Pak and replace it with another.



More profit—Peg-A-Pak gives you full profit—with fast turnover and no lost selling time.



Atlas TACK CORP.

FAIRHAVEN, MASS. • HENDERSON, KY.

water, and "push-button" fishing. Besides a colorful job of illustrating and describing tackle for all these different types of fishing, authoritative information is given on recommended reel-rod-line assemblies and how and what tackle might best be used under certain angling circumstances. Experts, two of whom are World Champion Caster Ben Hardesty and "Gadabout" Gaddis, well known fly fisherman, have helped author the booklets. The Shakespeare Co., Kalamazoo, Mich.

Write in No. B30 on card, Pg. 111

Pump Selector Chart. A pump selector chart designed to aid plumbers, well drillers, contractors, farmers, and other users of fluid-handling equipment in choosing the right unit for the particular job at hand, is contained in a pump data folder. The folder gives heads, capacities, hp ratings, and other information on a variety of pumps. Barnes Manufacturing Co., Mansfield, Ohio.

Write in No. B31 on card, Pg. 111

Outdoor Products. Copies of the Tapatco Outdoors folder, along with complete price information, are available to dealers. The folder illustrates and describes 16 sleeping bag styles, air mattresses, tents, and toboggan cushions. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Write in No. B32 on card, Pg. 111

Water Pumps. Available to dealers is a consolidated 40-page catalog showing the complete Rapidayton line, including 2- and 3-wire submersible pumps (for wells 0 to 500 feet); shallow and deep well jet pumps; and shallow and deep well reciprocating pumps. Also manual and automatic water softeners and upright and submersible cellar drainers. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B33 on card, Pg. 111

Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

Write in No. B34 on card, Pg. 111

Hose and Sprinklers. Colorful catalog sheets covering the 1958 line of reinforced and non-reinforced garden hose are available. The catalog sheet describing the Flexible Sprinkler gives a complete description of the new reel on which the sprinkler is packed. Identification: Catalog #7-1657 and #7-1557. Supplex Co., Division of Amerace Corp., 225 North Ave., Garwood, N. J.

Write in No. B35 on card, Pg. 111

Garden Hose. Catalog sheets give full information on Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well

BREAKING SALES RECORDS from Coast to Coast

NATIONALLY ADVERTISED

challenger "Wall-ettes"

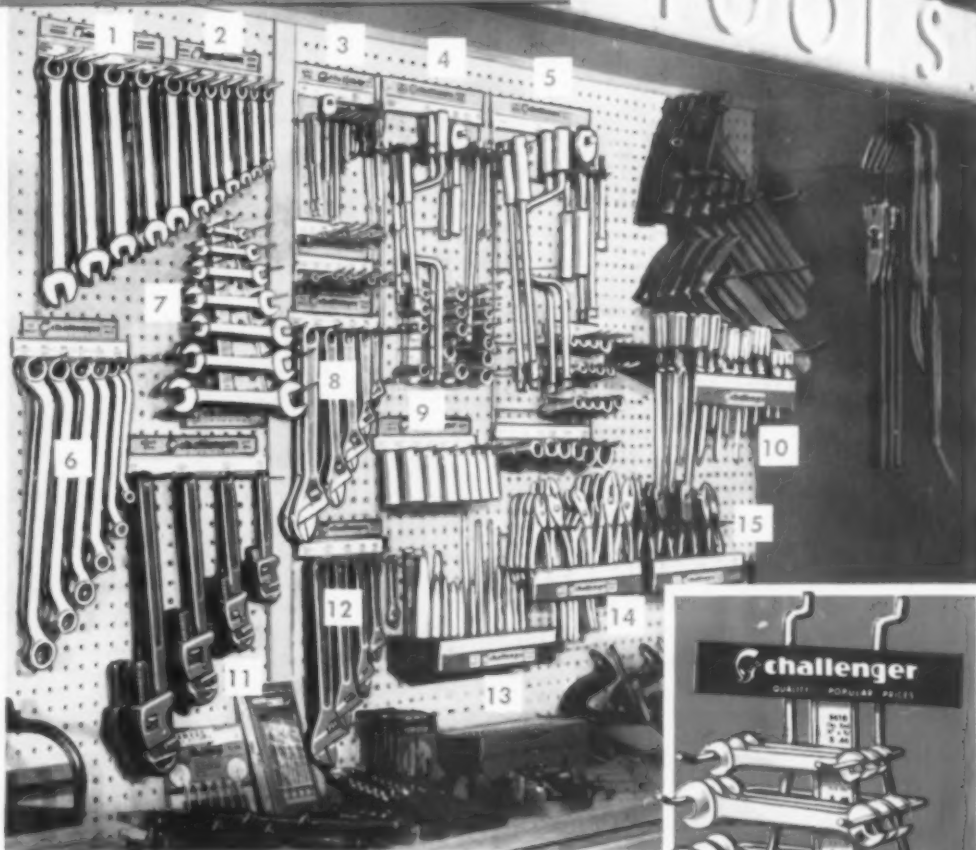
ORIGINATED BY
PENENS TOOL CORP.

● THE NEW
SELF-SERVICE
UNITS THAT
REVOLUTIONIZED
HAND TOOL
MERCHANDISING



THIS
IS ALL
THE SPACE
YOU NEED
TO ROLL
UP BIG
DAILY
VOLUME
AND
PROFITS

Typical store installation (at right) shows following "Wall-ettes": 1 & 2—Combination Wrenches, 3, 4 & 5—Sockets and Attachments in 1/4", 3/8" & 1/2" Drives, 6—Box Wrenches, 7—Open End Wrenches, 8—Adjustable Wrenches, 9—Deep Sockets, 10—Screwdrivers, 11—Pipe Wrenches, 12—Adjustable Wrenches, 13—Punches & Chisels, 14 & 15—Pliers and Cutters.



All over America stores like yours are sensationally increasing their tool volume and profits with Challenger "Wall-ettes"! Moreover these Super-compact, Small-investment Assortments use only a fraction of the display space formerly required. *Still further*—your sales costs are cut to rock-bottom by the 100% SELF-SERVICE PERMANENT METAL DISPLAYS which come with each "Wall-ette" Assortment ("Slide-in" Markers clearly identify and give retail price of each tool).

And "Wall-ettes" feature only tools in greatest demand every day—*Fine-quality, Nationally-advertised Challenger Tools at low popular prices that make your dollars turn F-A-S-T!* Also, you always can hold your stock to absolute minimum, because your jobber makes "refill" shipments as soon as you reorder.

ASK YOUR JOBBER NOW to show you how Challenger "Wall-ettes" will skyrocket your tool sales and profits! Or today write address below for full-color descriptive literature and prices!

USE ON
PERFORATED
PANEL OR
ANY WALL

Two Hanger Ends (at top) accurately fit perforated panels. Or "Wall-ettes" hang on cabinet or door with 2 "Magic Buttons" (furnished free).



PENENS TOOL CORPORATION • SCHILLER PARK • ILLINOIS

ORIGINATORS OF "WALL-ETTES" . . . THE SELF-SELLERS THAT REVOLUTIONIZED TOOL MERCHANDISING

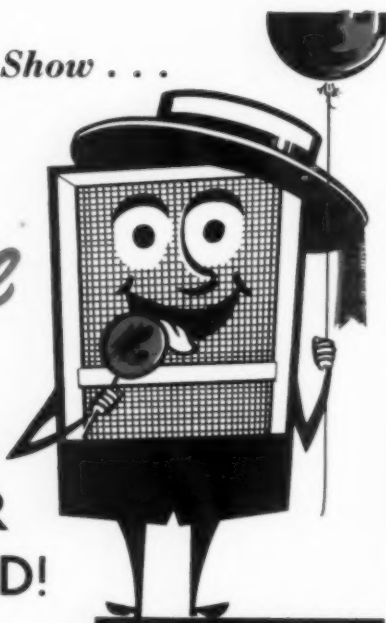
SOUTHERN HARDWARE for September, 1958 For more information use Handy Return Card, Page 111

At the Hardware Show . . .

MEET

Opal
Vinalume

THE
SCREENING
THAT NEVER
GROWS OLD!



Come see the insect screening that really offers protection PLUS! Defies weather, salt spray, chemical fumes . . . anywhere, any time!

VINALUME has a core of solid aluminum wire clad with a tough waterproof vinyl coating by a new process. Proved best by four years of salt spray and weather tests. Amazingly light in weight and easy to handle.

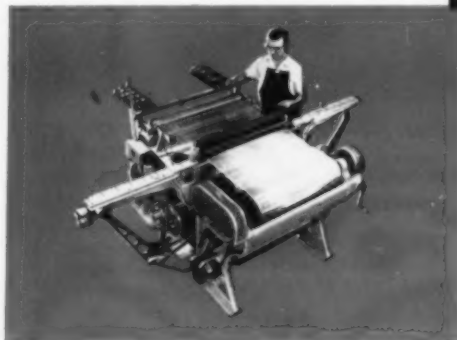
It's the screening of the future . . . available TODAY!

See — IN ACTION — the loom that
revolutionized Insect Wire Screening Production!

See this compact, new loom in operation, the loom referred to as "the greatest advance in wire screening production." Watch the fast, bobbinless method of inserting the "fill" wires. Test the improved, stronger selvage. And, note the unequalled, all-over uniformity, eye-appeal, and the flatness of the screening.

NOTE:

From here on, all OPAL Aluminum Wire Screening will be woven on these fast, efficient looms to give consumer the most uniform screening possible.



Registered trademark of the New York
Wire Cloth Company, York, Pennsylvania

NEW YORK WIRE CLOTH COMPANY
YORK - PENNSYLVANIA

illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.
Write in No. B36 on card, Pg. 111

Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described on the page also. Both kits contain five screwdrivers. Upson Bros., Inc., Rochester 14, N. Y.

Write in No. B37 on card, Pg. 111

Hardware Assortments. Illustrated catalog-price list circulars, featuring "Select-A-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the free "Select-A-Pak" display boards, panels and layouts pertaining to the specific assortment. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-A-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Write in No. B38 on card, Pg. 111

Garden Hose. A 21-page, full-color catalog — showing 15 garden hose styles, the lawn-soaker, and two lawn sprinkler styles — is available from the manufacturer. Swan Rubber Co., Bucyrus, Ohio.

Write in No. B39 on card, Pg. 111

Camping Furniture. An illustrated, fully descriptive catalog of the company's complete line of folding cots, camp stools, and other canvas-covered furniture items is available on request. Tucker Duck & Rubber Co., Fort Smith, Ark.

Write in No. B40 on card, Pg. 111

Repair Handles. A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements for garden, lawn and farm tools, shovels, spades and scoops, post hole diggers and snow tools. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B41 on card, Pg. 111

Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including new Power-Tapes with controlled speed blade return, is available on request. Description of its Thin-Tape, the first tape with a ¼" blade having an inside-outside measuring case, also is included. Evans Rule Co., 400-16

CHORE MASTER

'60 STYLED FOR STEPPED-UP SALES!

FEATURING IMPROVED SNAP-ON **SAFETGUARD**

NEW DIAL-A-SEASON HEIGHT ADJUSTMENT
6 MODELS PRICED TO SELL!



These advance styled Choremasters will make your mower sales go up, up, UP! Many new, exclusive features, finest quality construction and design, makes mowing and one-pass trimming pleasure for the whole family. Front discharge, offset wheels, comfort handles, full year warranty, new Choremaster control center at fingertip.

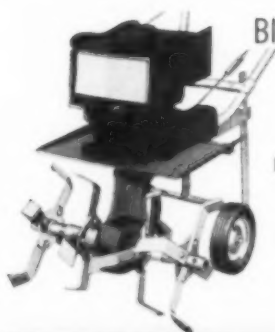


TRIMMER TYPE MOWERS
... FULL TRIM BOTH SIDES
7 MODELS PRICED TO SELL

A rugged mower line, cast aluminum or durable steel housings. Offers perfect lawn grooming, really close

trimming both sides. Fully warranted for 1 year. A long list of outstanding features—2 or 4 cycle engines.

ROTARY OR REEL . . . you can sell 'em a Choremaster. New, powerful reel mowers, 18" and 21". Reliable, trouble-free clutches and many other features.



BIGGEST SELLING TILLER LINE...
CHOREMASTER TILLERS
AND TILLER/MOWERS...

Better than ever, more Choremaster Tillers are sold than any other . . . proved through the years for ruggedness, multi-purpose uses, easy handling, low cost. With '60 styling you'll sell even more in '59! Many new features! Improved snap-on Safe T Guard, huskier tines, no engine belts, new handle control, fingertip starting.



CHOREMASTER 24"
RIDING ROTARY
SURPASSES RIDERS
PRICED TWICE
AS MUCH!

Outstanding ease, comfort, safety. Outstanding, climbing and mowing on grades up to 40%. Features MULTI-WHEEL BRAKE • SAF-T-LOCK BLADE. 1/2" Trim both sides—Cool, rear mounted engine—Live action front axle—Fingertip engine control. Many other features.

CHOREMASTER "PROFIT PLAN" OFFERS REAL SALES HELP

National magazine advertising, big "3 for 1" co-op "ad" plan, free telephone listings, sensational point of sale material, free key city newspaper advertising, profit-making package plan including demonstrator—and all yours if you're a Choremaster dealer!

MOW-GROW EASY PAY PLAN

Now offer your Choremaster customers a 10% down, 2-year payment plan. Easy to handle, no red tape!

1 YEAR EXCLUSIVE WARRANTY

Choremaster products are so good, every tiller or mower is fully covered by a 1 year warranty (except belts and engine warranted by maker).

DISTRIBUTORS . . . DEALERS—WRITE OR PHONE:

Yuba Power Products, Inc.
832 EVANS ST., CINCINNATI 4, OHIO



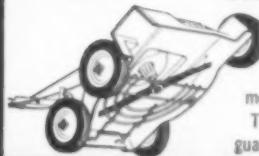
a Subsidiary of

YUBA CONSOLIDATED INDUSTRIES, INC.

YOUR CUSTOMERS WILL "GO" FOR THESE EXCLUSIVE CHOREMASTER FEATURES



TRIGGER TOUCH, DIAL-A-SEASON
HEIGHT ADJUSTMENT
Instant, no-tool adjustment to 4 cutting heights.



Revolutionary development for safe, carefree mowing. "Snap-On" SAFET GUARD attachment fully guards mowing danger zone.

Visit the Choremaster Booth No. 703
National Hardware Show
Coliseum, New York City, Sept. 29-Oct. 3

SELF-SERVICE DISPLAYS SELF-SELLING FEATURES

make the *Red Breast*

a Whiz of a Whisk!



Retail sales of Oxco's Red Breast Whisk set new records year after year . . . because the Red Breast is America's best known, best quality whisk. The Red Breast will sell in your store, too . . . almost by itself! Outstanding features and attractive self-service displays. Features include genuine palmetto fibre, double-stitched for strength; bright wire-wrapped handle with metal cap and ring; colorful silver shield. 7½" overall.

ORDER NOW FROM
YOUR JOBBER!

OXCO
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND



DISPLAY RACK PACK—
one dozen whisks plus
4-armed metal rack
with top sign; all in
one carton.

REGULAR PACK—
One dozen whisks in
colorfully printed set-
up counter display
carton.

Trumbull St., Elizabeth, N. J.
Write in No. B42 on card, Pg. 111

Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use while descriptive information further gives the sales story. Mann Edge Tool Co., Lewistown, Pa.

Write in No. B43 on card, Pg. 111

Industrial Doors. A 12-page Industrial Door Catalog No. A-97 features comprehensive technical data and illustrations on the R-W "Super-Way" steel frame doors; industrial channel frame door; galvanized sheet steel covered doors; corrugated sheet metal doors; "Sta-Rite" wood doors; steel plate doors; vertical lift doors, and craneway doors. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog also. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

Write in No. B44 on card, Pg. 111

Display Attachments. A colorful catalog featuring Vizuclips, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclips for displaying all types of merchandise on either ¼" or ⅝" panels. Easy to attach and trim, Vizuclips will not chew or cut the panels. Many items are offered in a new economy finish called Darlite. Catalog number is 400A. L. A. Darling Co., Bronson, Mich.

Write in No. B45 on card, Pg. 111

Gun Data. A handbook with full information on the development of shotgun chokes, how to use Poly-Chokes, picking the right gun, etc., is offered without charge to dealers. It also contains price list showing dealer net price and retail price on all types of gun repairs. Walco Sporting Goods Co., P. O. Box 1818, Atlanta, Georgia.

Write in No. B46 on card, Pg. 111

Flexible Store Fixtures. The Challenger line of 1958 steel and wood store fixtures is profusely illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. M & D Store Fixtures, Inc., Chicago 3, Ill.

Write in No. B47 on card, Pg. 111

Mowers and Tillers. Complete literature covering the following Midland lines is available: rotary mowers—2¼, 2½, 2¾ hp; rotary tiller—2¾ hp with end-drive; super rotary tiller mower—3.6 hp; 7 hp Midland Bull Pup (riding tractor mounting mower and tiller); Town and Country

4 hp riding rotary mower; and 4 and 7 hp tiller-tractors. The Midland Co., South Milwaukee, Wis.

Write in No. B48 on card, Pg. 111

Water Systems and Sprinklers. A brochure giving information on the company's complete line of sprinklers and a brochure featuring the Series SJ3 water systems, the shallow-well Jet Hornet, are available. The folders are in color, are well illustrated, and present detailed specifications. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

Write in No. B49 on card, Pg. 111

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B50 on card, Pg. 111

Feather Dusters. A colorful catalog showing the company's complete line of turkey and ostrich feather dusters is available. The dusters come in all sizes and styles. They are fully illustrated and complete information is given on each. The company's lines of brushes and other types of dusters are contained in the catalog also. Hoag Duster Co., Monticello, Iowa.

Write in No. B51 on card, Pg. 111

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 757. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Write in No. B52 on card, Pg. 111

Industrial Knives. A 52 - page, pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. The Handbook illustrates knives that are used to cut rubber, plastic, leather, and many other materials. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

Write in No. B53 on card, Pg. 111

Baseboard Heaters. Descriptive literature is available on the company's line of Portable and Standard Electric Hot Water Baseboard Heaters. International Oil Burner Co., Electric Heating Division, 3800 Park Ave., St. Louis 10, Mo.

Write in No. B54 on card, Pg. 111

Fishing Reels. A colorful, illustrated 36-page catalog containing descriptions of Penn's 84 models of reels is available to dealers upon request. Catalog No. 21 includes the "Sea Hawk" No. 77 and #349 Master

IT STOCKS! IT SELLS!

ALL IN 2½ SQ. FEET!

OXCO

Floor Sweep Display No. 1



SELLS

DISPLAYS

STOCKS

Greater volume on highly profitable Oxco floor sweeps can be yours with this compact self-service display that occupies less than 2½ square feet of floor space. Display also stocks and sells a complete selection of the most popular sweeps—all in the same unit!



- Top Sign tells customer type of sweep needed for his floor surface.
- Selection includes sweeps for garage floors, smooth floors, rough floors, medium or heavy dirt, etc.
- Display includes 18 sweeps and handles, plus metal rack at no extra cost! Shipped in one carton—easy to set up and stock. No bolts, nuts or complicated assembly.

ORDER NOW FROM
YOUR JOBBER!

OXCO
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK, ESTABLISHED 1884, MARYLAND

the NEW-born

Excellos

ALL the best in the most complete line of power mowers ever offered . . . steel and aluminum-alloy decks, 2 cycle or 4 cycle engines, 2 HP to 5.5 HP, walking types and self-propelled rotaries, reels and riders . . . blanketing the entire power mower field, and priced from \$39.88 . . . EXCELLO has them all!

PLUS . . . traditional EXCELLO quality, sales-exciting appearance and unexcelled performance. PLUS . . . these dealer extras: QUANTITY DISCOUNTS, EARLY BIRD BONUS, Big Margin DEMONSTRATOR DEAL and the quick-cash, fast service, DEALER FINANCE PLAN . . . EXCELLO has the line, the promotion and the dealer program for PROFIT in '59.

CALL YOUR DISTRIBUTOR OR WRITE TO HEINEKE & CO. TODAY !

2C-199

19"
Steel Deck
ROTARY

ALSO 4C-199
2 HP, 4 CYCLE
B & S ENGINE

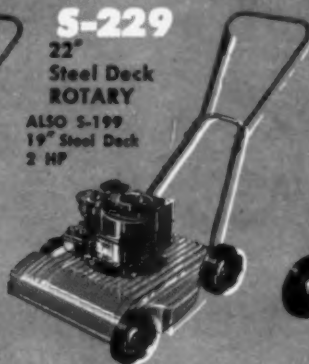


Power Products 2 cycle, 2.2 HP engine . . . double-duty steel deck . . . one-piece fan-type heat treated steel blade with friction clutch. Free-rolling 6" steel wheels.

S-229

22"
Steel Deck
ROTARY

ALSO S-199
19" Steel Deck
2 HP



4 cycle, 2.5 HP Briggs & Stratton engine . . . baffled deck . . . threaded wheel pads for quick cutting height adjustment . . . Excellomatic choke-run-stop finger-tip control . . . 6" steel wheels.

2409

24" ROTARY

ALSO 2209
22" — 2.5 HP

AND 1909
19" — 2 HP



4 cycle, 3 HP Briggs & Stratton engine . . . quick-set cutting height adjustment . . . Excellomatic choke-run-stop finger-tip control . . . snap-on, stand-up chrome handle with hill-holder safety lock.

700

21"
Self Propelled
ROTARY



4 cycle, 3 HP, Briggs & Stratton engine . . . front wheel drive, gear box transmission, Excellomatic finger-tip controls, instant free-wheeling action.

HEINEKE & COMPANY

SPRINGFIELD • ILLINOIS

a clear cut
case for

PROFIT

the **LINE**
the **FEATURES**
the **PROMOTION**
the **DEALER PROGRAM**

at every
price level
from **\$39.88***

*Suggested list price



MODEL 2209
22" CUT
2.5 HP

Still the performance leader and now the new price champion . . . rugged, aluminum-alloy deck of lasting construction . . . NEW, positive quick-set cutting height adjustment . . . NEW, Excellomatic choke-run-stop finger-tip throttle control . . . NEW, stand-up, snap-on chrome handle with hill-holder safety lock . . . and NEW tornadic power . . . EXCELLO, the power mower with built-in sales appeal.

Guaranteed for one full year by Heineke & Co., backed by a nation-wide system of fully authorized and equipped service dealers.

SEE US
AT THE
NATIONAL
HARDWARE
SHOW . . .
BOOTHS
1091-2-3-4

721
21" REEL

ALSO 718
18"—2 HP
REEL



4 cycle, 2 HP, Briggs & Stratton engine . . . positive action trouble-free-clutch, roller bearings, floating handle for minimized vibration.

724
24" REEL



4 cycle, 2.5 HP, Briggs & Stratton engine . . . positive action trouble-free dual clutch, roller bearings, floating handle for minimized vibration, and heavy duty 12 1/2" dual wheels.

911
24" RIDER

911-4
WITH 4 WHEELS

ALSO 707
21" RIDER
3.5 HP



Available with 5.5 HP Lauson engine with electric starter and battery or 4.25 HP Clinton engine . . . gear-box, chain and sprocket drive. 2 speed transmission, Unimatic engine and gear shift finger-tip control. Heavy duty aluminum-alloy deck.

lawn mowers have been our business for 33 years



Lamson Serve Yourself Bolt Tray

Go modern...sell Lamson & Sessions plated bolts, nuts and screws from easy to display Serve Yourself Bolt Trays.

Developed with the cooperation of the National Retail Hardware Association to fit modern hardware store layouts, you can take your choice on how to display them. These trays can be located on wall counters, in the aisles on gondolas or island display units... or anywhere you choose on self-standing racks.

Bolt stock displayed "up front" advertises your bigger bolt stock "out back" and helps all down the line to sell one of the ten most profitable lines hardware stores carry... bolts, nuts and screws!

Most modern distributors carry the Lamson Serve Yourself Bolt Trays and Racks. Ask your distributor... or write us direct.

The Lamson & Sessions Co.

5000 TIEDEMAN ROAD, CLEVELAND 9, OHIO • PLANTS AT CLEVELAND & KENT, OHIO • CHICAGO • BIRMINGHAM

ASSORTMENTS AND SIZES

Carriage Bolts	Large Machine Bolts
$\frac{1}{4}$ " x 1" to $\frac{3}{8}$ " x 4"	$\frac{3}{8}$ " x 1" to $\frac{1}{2}$ " x 6"
Small Machine Bolts	Cap Screws
$\frac{1}{4}$ " x 1" to $\frac{3}{8}$ " x 4"	$\frac{1}{4}$ " x $\frac{3}{4}$ " to $\frac{1}{2}$ " x 2"
Stove Bolts—Rd. or Flat Hd.	Hex Nuts
$\frac{3}{8}$ " x $\frac{3}{4}$ " to $\frac{1}{4}$ " x 2 $\frac{1}{2}$ "	$\frac{1}{4}$ " x $\frac{1}{2}$ " top



on the counter...

in the aisle...

on self-standing racks...

The Choice Way to Sell Bolts and Nuts!

Mariner. It is filled with articles on various phases of fishing, tips on reel care and descriptions of reel construction and assembly. The catalog lists Penn's prize catches, and also includes several pages on Penn's reel parts and accessories. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Write in No. B55 on card, Pg. 111

Plastic Housewares. A full-color brochure shows with large, attractive illustrations how to display, sell, and advertise plastic housewares to obtain greater turnover per year. It explains how to increase the average sale $2\frac{1}{2}$ times by selling matching sets and gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

Write in No. B56 on card, Pg. 111

Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in an available catalog. The small catalog of sporting goods items has been prepared for retailers and lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

Write in No. B57 on card, Pg. 111

Roofing, Plastic Pipe, Fasteners. Literature available includes the following: Bolt and Nut Price Finder, form ADV-791—an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711—Catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712—catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it-yourself lawn sprinkler system with Plastic Pipe. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

Write in No. B59 on card, Pg. 111

Steel Sandpaper. A new all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's

**TWO TOP SELLERS
AT 1/3 OFF!**

unbreakable, noiseless

**GADGETRAY and
SILVERWARE TRAY**

PT-102 Promotion Special
Limited Time Only!

September and October

Red, Yellow, White,
Pink, Turquoise.

Regular 2.98 retail

the pair **1.99**
retail



double value promotions!



PERFECT GIFTS AT 2 for 1 PRICE!

Glittering, Gleaming, Golden

ICE BUCKET and PITCHER

PT-103 Promotion Special
White or Black,

Regular 12.93 retail

the pair **9.95**
retail

(Regular price of the Ice Bucket alone)

ORDER NOW! Available from these PLAS-TEX "Program" Jobbers!

ALABAMA:

Moore-Handley Hardware Co., Inc.
Teague Hardware Co.
Wimberly & Thomas Hardware Co.

DISTRICT OF COLUMBIA:

Pelzman-Grob Company
R. & G. Specialty Co.
Yadgi & Company

FLORIDA:

Clarke Siviter Co., Inc.
Coolmasters Inc.
Florida Housewares Inc.
Knox Hardware Co.
Mason Housewares Inc.
The S. B. Hubbard Co.
Louis Wohl

GEORGIA:

Beck & Gregg Hardware Co.
Peeler Hardware Co.

LOUISIANA:

Corensweet Inc.

MARYLAND:

Belair Housewares Ltd.

NORTH CAROLINA:

Allison-Erwin Co.
Odell Hardware Co. Inc.

OKLAHOMA:

Interstate Distributors Inc.
Oklahoma Hardware

SOUTH CAROLINA:

Sullivan Hardware

TEXAS:

Allensworth-Carnahan Co.
Amarillo Hardware Co.
Black Hardware Co.
Findlater Hardware
Hall Wholesale Co., Inc.
Momsen-Dunnegan-Ryan Co.
Peden Iron & Steel Co.

Southwestern Sales Co.

The Schoellkopf Co.
Watts Hardware & Supply Co.
Zork Hardware Company

TENNESSEE:

C. M. McClung Co., Inc.
Orgill Brothers & Co.
Stratton-Warren Hardware Co.

VIRGINIA:

Universal
Products Co.

Write "Kim," c/o PLAS-TEX for your PLAS-TEX Folder.



THE PLAS-TEX CORPORATION, 2525 Military Ave., Los Angeles 64, Calif.





Exclusive off-center cover handle on this Cream City refuse can prevents jamming or sticking. A real sales feature!

CREAM CITY WARE

...complete line, priced to sell!

Cream City ware is a top seller across the country. Customers recognize the name; appreciate the modern design, sturdy construction, long life under hard use. And Cream City is now produced by J&L, a major integrated steel company, with complete quality control from ore to finished ware. It pays to stock and sell Cream City galvanized ware.



Jones & Laughlin Steel Corporation

Consumer Products—Container Division

Lebanon, Indiana

presenting *Evans* **POWER-TAPE**



Gently press the colored button...
blade returns smoothly...you control the speed.
Release the button...blade stops instantly.

Here it is... a completely new principle in steel measuring tapes—Controlled-Speed Blade Return—The greatest single mechanical improvement in steel tape history. No more pushing blade back into case, no blade "creep," no lost measurements.

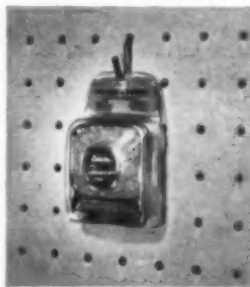
And new "Power-Tape" has all the other best-selling Evans quality features, too. Heavily chrome-plated case, new giant sliding end hook for 100% accurate inside-outside measuring, white Bonderized steel blade... precision-marked in both inches and feet-and-inches. Unconditionally guaranteed, of course.

BACKED BY EVANS QUALITY... PACKED FOR PROMOTION!

• Each tape in its own clear Tenite "Peg Board Box" — with magnifying lens in lid — hangs up for attractive store display, for handy workbench convenience.

• **LO-INVENTORY** assortment — in 4-color counter display box — lets you stock a full range of sizes in a single dozen tapes! Self-demonstrating... one tape chained to "Try It" display... your customers can test its sales-compelling push-button action.

• Also available packed in 1/2-doz. display boxes of 6 ft., 8 ft., 10 ft., or 12 ft.



EVANS VOTED AMERICA'S BEST PACKAGED, BEST MERCHANDISED TAPE LINE!

That's right! In a recent nationwide survey of retailers, Evans led the field...topping nearest competition by over 31%.

And no wonder! In the last 6 years, Evans steel tape "FIRSTS" have made packaging, pricing and merchandising history...and have multiplied steel tape sales for every dealer in both the U.S.A. and Canada.

Now — with new "Power-Tape"... **EVANS DOES IT AGAIN**...by introducing the first and only tape with Controlled-Speed Blade Return...by marketing this remarkable tape at down-to-earth prices...and by backing you with the best merchandising program and promotion in the industry.

Priced only pennies more than ordinary push-pull tapes!

PT 6W — 6 ft.	PT 8W — 8 ft.	PT 10W — 10 ft.	PT 12W — 12 ft.
List \$1.35	List \$1.55	List \$1.89	List \$2.19

These retail prices provide full mark-up for dealers.

"Power-Tape" prices reflect a business philosophy that has won the respect of America's dealers and distributors. Evans policy is to introduce finer products at mass-market prices. This has been done consistently over the years from the day that the first Evans Tape was manufactured. Every Evans Product carries a factory guarantee — with complete satisfaction for the customer.

Where can you find a better source of worry-free inventory and stable, consistent high-volume sales?

Evans RULE CO. Elizabeth, N.J. • Montreal, Que.

World's Largest Manufacturer
of Steel Measuring Tapes



STOCK · SHOW · SELL

**the preferred
and profitable**

Cortland
BRAND

Build profits and customer satisfaction with easy-to-sell Cortland Brand products. Farm, home and industrial uses keep these quality products in constant demand.

INSECT WIRE SCREENING

for every budget and job requirement

BRONZE

Special rust-resistant copper alloy screening.

GRAY-WICK

Durable all-purpose zinc coated screening.

ALUMINUM

Finest long-lasting stainproof Clad aluminum screening.



WIRE NETTING

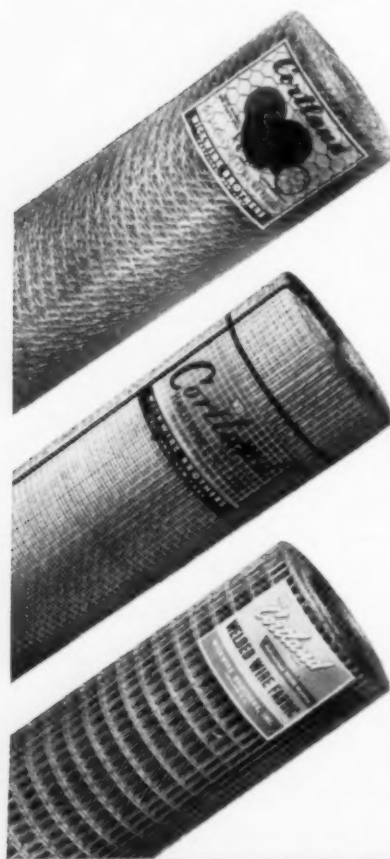
Strong, durable, uniformly woven hexagon poultry netting in $\frac{3}{4}$ ", 1", 2" mesh; 20 gauge wire. Standard widths; 150 linear ft. rolls; galvanized before or after weaving. Heavy gauge Animal Pen Netting is also available.

HARDWARE CLOTH

Standard and heavy grades, uniformly woven and heavily galvanized. Standard widths: 24" to 48"; Mesh: 2, 3, 4 and 8. All-welded wire cloth available in $\frac{1}{2}$ ", $\frac{3}{8}$ ", $\frac{3}{4}$ ", and 1" mesh, 100 linear ft. rolls.

WELDED WIRE FABRIC

Newest member of the quality brand. Exceptionally strong all-welded of galvanized wire. For fence, pen, and general utility use. Available in 1" x 1", 2" x 1" and 4" x 2" standard widths. Meshes are uniform.



WICKWIRE BROTHERS, INC., Cortland, N. Y.
NAILS & BRADS · WIRE NETTING · WIRE SCREENING · HARDWARE CLOTH

CAVERT & LIPSCOMB — Nashville and Dallas

ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.
Write in No. B59 on card, Pg. 111

Hunting Clothes. The 1953 Cumberland Hunting Clothes folder contains illustrations in full color of the entire Cumberland line including coats, shell and game vests, deer hunting vests, shooter's vests, game bags, shooter's sweaters, pants, and caps. It is printed on 11" x 11" stock with a $3\frac{1}{2}$ " left margin and is designed to act as a jobber catalog sheet plus a general circular for dealers and consumers. The catalog contains suggested list prices for the first time. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.
Write in No. B60 on card, Pg. 111

Housewares. A full-line master catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color. The publication is intended for dealer use, while shorter versions of the catalog which describe Rubbermaid merchandise in terms of end use, colors, and sizes are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.
Write in No. B61 on card, Pg. 111

In Shopping Center, Sales Volume Tripled

(Continued from page 39)

The official Christmas advertising supplement, sponsored by the center for inclusion in the big daily papers, offers one fantastic bargain from each store—something no user of the item can afford to pass up, such as a 25-foot garden hose for a special price. "Give-aways" on other holidays are less drastic, but still compel a large attendance. Most any holiday is good for an advertising focus and the center uses to advantage these holiday and seasonal tie-ins.

At Glider's, self-service is encouraged by locating the checkout counter at the front of the store with a large sign above it reading, "Self-Service — Check Out Here!" It is promoted also by price marking all of the stock and by packaging all small items such as screws and bolts.

Prospects are invited specifically to browse around, and salesmen never closely approach a customer unless the latter obviously is looking for help. When one small item is selected, the salesman if necessary hands it back to the customer and asks the latter to "look around and bring your purchases to the

NEW-Big Volume, High Profit Jets!

Rapidayton

JETSTARS*

**Famous name, quality construction,
packaged for easy merchandising;
Broad coverage of the market
from a simplified inventory**

Now you can do a **big volume, high profit** business in jet water systems—even in a tough, competitive market—from a simplified inventory.

You can do it with "key" models from the new low-priced Rapidayton Shallow Well and Convertible Jetstar series. These are big high-quality pumps that build your reputation and protect your profits. They are fully packaged for easy handling, fast merchandising, and simple installation. Their outstanding performance and complete dependability keep service to an absolute minimum . . . You get all these advantages, plus the famous Rapidayton name, known and preferred by millions of satisfied users and backed by the most aggressive promotion in the industry.

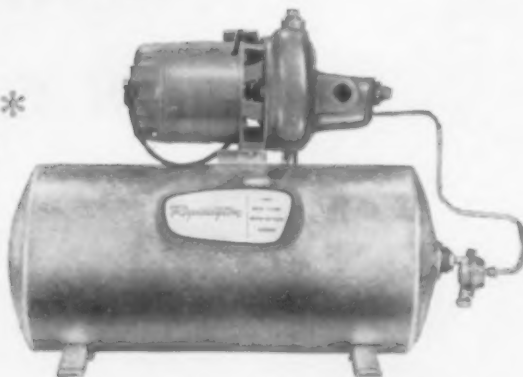
All Jetstars have the famous Rapidayton Quad-Volute self-priming design; big, powerful 56-frame motors with overload protection; open, separate motor mounting bracket which keeps moisture from pump out of motor and, just as important, allows use of a standard NEMA motor; Crane rotary seal; heavy gauge steel tanks, hot-dip galvanized inside and out. (No short-cut construction here!)

For high quality, service-free pumps with a "big" name, for broad market coverage from a few versatile models, and for low list prices with a generous dealer discount, sell the Rapidayton Jetstar. Do business with your Rapidayton wholesaler.

Write today for SIMPLIFIED CATALOG

Designed especially for easy reference, this new catalog shows clearly how, from a minimum inventory of versatile Rapidayton Jetstar models, you can do a high volume, high profit business in a competitive market. Included in the catalog is the famous deluxe Rapidayton Twin series, the fastest-selling multi-stage packaged system in America. Also, handy pump selection chart. Write today.

*TRADEMARK



Shallow Well JETSTAR

In shallow well country? Dominate the market with this high capacity low-priced package. Quad-Volute, self-priming. Capacities to 630 g.p.h. Complete $\frac{1}{2}$ h.p., 13 gal. tank system . . .

\$106⁷⁵ RETAIL



Convertible JETSTAR

This versatile, simplified package is two pumps in one! For any depth 0 to 70 ft. Converts without extra pump parts. Quick-Connect flange. Self-priming. Complete $\frac{1}{2}$ h.p., 13-gal. tank system . . .

\$119⁷⁵ RETAIL



Rapidayton
division

The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.

©1968 TAIT MFG. CO.

What's **TOMATO** with your hose profit picture?
(say "ah")

**-nothing
when you push
SUPPLEX**



See the exciting new Supplex Line
at Booths 806-7-8
Nat'l Hardware Show—N. Y. Coliseum

There's good money in hose — with Supplex. *Made right* for customer satisfaction... *priced right* for full profits. Pre-sold because it's famous for quality and long life.

Attractively packaged... best rounded line. Ask your jobber about the new Supplex "Silent Salesman" portable display rack. *Buy Supplex and sell quality.*

SUPPLEX®

SUPPLEX COMPANY, Garwood, N. J.
Division of Amerace Corporation

NYLON TIRE-CORD REINFORCED HOSE



RETAIL \$3.98 and up — Won't burst even if left for days in hot sun under full water pressure. Guaranteed 10 years.

Note tough, knitted ply of nylon tire cord embedded in this all-vinyl hose. An outstanding sales feature your customers can see.



LIGHT, DURABLE NON-REINFORCED HOSE

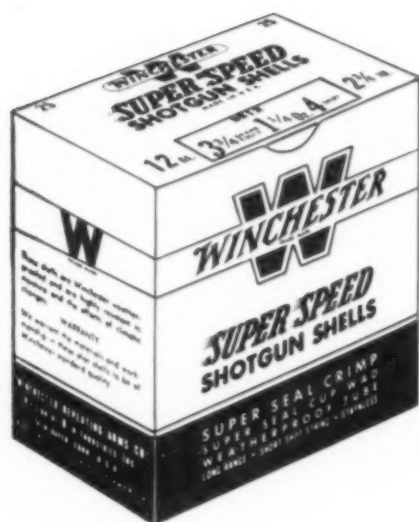


RETAIL \$2.24 and up — Leaders in moderate-priced field, also give you generous profit margins. Fully guaranteed.

TRIPLE TUBE SPRINKLER



RETAIL \$3.98 and up — Superior, triple tube construction. Outsell all other sprinklers. Packed on amazing new reel... makes all other flexible sprinklers obsolete!

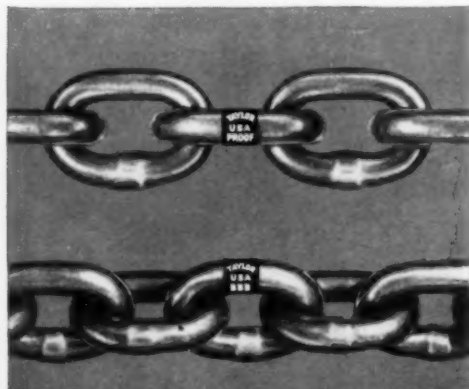


BUILD BIGGER AMMUNITION SALES ON THESE FOUR CORNER STONES

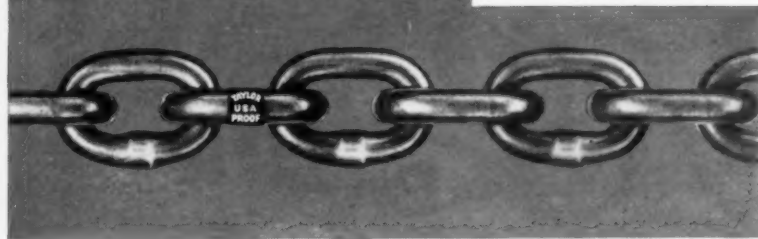
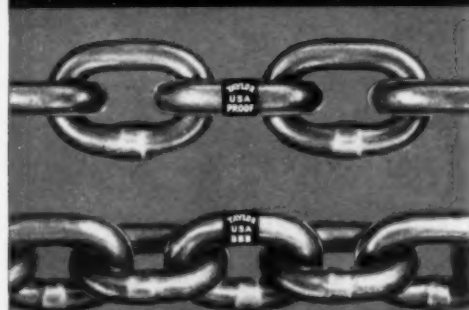


WINCHESTER-WESTERN DIVISION • OLIN MATHIESON CHEMICAL CORPORATION • NEW HAVEN 4, CONN.

FASTER TURNOVER ON MINIMUM FLOOR SPACE



**That's the BIG PROFIT PICTURE for every
TM TAYPAIL with PROOF COIL or BBB chain!**



The many applications for TM Proof Coil and BBB Chain make them fast movers—top profit items for hardware dealers everywhere. Both are color-coded and tape-measured for quick, easy identification and measuring. Packed in rugged metal Taypails that stack easily... require minimum floor space... create mass displays... stimulate

full Taypail sales and profits for you. Taypail has many secondary uses. Call your jobber or write for your copy of new Bulletin 26A today.

**Taylor
Made
CHAIN** SINCE 1873

S. G. TAYLOR CHAIN COMPANY, INC.
Hammond, Ind. — 3505 Smallman St., Pittsburgh, Pa.

checkout counter when you're ready." Glider believes that a salesman who immediately carries one easily portable item to the register himself is merely "leading the customer out of the store." Large, heavy purchases, of course, can be set aside or checked out. Companion sales are suggested at the strategic time. The comfort of the air conditioned store further encourages customers to take their time in looking around.

Packaging of all small items in lots of six in transparent plastic is one of the most modern and profitable operations practiced. These packages carry the Glider trademark, stamped on the ticket or printed on the bags, into the customers' homes. They also save shoppers' and salesmen's time, and because of the convenience factor both stimulate sales and permit a sizable markup. A unit of six screws which would be sold for 10 cents loose easily will bring 15 cents packaged. Other small items costing the dealer 25 cents can be marked up to 89 cents.

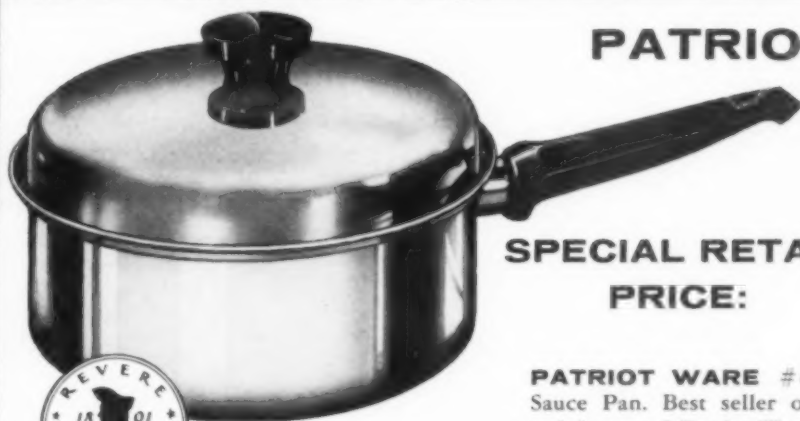
The rule on packaged items is a markup of three and one half times the cost, and some very small or slow-moving plumbing items six or seven times. Packaging has increased all these sales 200 percent. A part-time stock boy does all of the packaging after high school, and costs for material and labor run to only about three cents per package. The departments and counters are planned for packaged items.

The store has 24 linear feet of window space in a 30-foot front and four spotlights are used to accent displays. The 100-foot deep selling space provides almost 600 feet of counter and wall display, with another 50 feet in the rear now used for storage. Later the store plans to convert this storage into selling space as with practically the whole stock on open display, very little warehouse room is needed.

Except when changing departments or window displays, Glider's keeps the wide center aisles open and uncluttered. An immediate falling off of sales of goods displayed in the rear of the store is noted whenever too many floor-type items are permitted in the aisle. There is a 20 percent pickup in rear store volume as soon as the aisles are cleared.

Fitting out the store with fixtures cost about \$3,700, and over \$6,000 including the air conditioning system. Fixtures are standard

THREE "BIG SALE" SPECIALS FROM REVERE



PATRIOT WARE

SPECIAL RETAIL **\$5¹⁹***
PRICE:

(regularly \$6.95)

PATRIOT WARE #4402—2 quart Covered Sauce Pan. Best seller of Revere's new heat-lined stainless steel Patriot Ware. Vapor seal construction, beaded cover—tops for waterless cooking.

Order the new Patriot Ware 8 cup Percolator and 2 quart Tea Kettle. Promote the full line!

**offer runs from August 1st through October 31st.*



SALE PRICE: **\$4²⁹***

(regularly \$4.95)

REVERE WARE #2701—2 1/3 quart Whistling Tea Kettle. Copper bottom stainless steel. Revere's best seller.

REVERE WARE



SALE PRICE: **\$5³⁹***

(regularly \$5.95)

REVERE WARE #3501C—3 quart Whistling Tea Kettle. Copper bottom stainless steel. Favorite of millions!

**offer runs from August 1st through October 31st.*

Revere's two best selling tea kettles are offered at regular trade discount with full mark-up, during this Special Sale. See your Revere supplier now or write to . . .

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division

Rome, New York; Clinton, Illinois; Riverside, California





**With or Without Nuts...
in Bulk or Packaged
for our Distributors**

*...available
NOW
from*

CLARK

Yes, hex head bolts, currently becoming so popular with more
and more customers, are available *right now* from CLARK.
They can be supplied over a full range of sizes . . .
with or without nuts . . . in bulk or CLARK's superior
packaging. Write today for complete information and prices.

Since  1854

CLARK BROS. BOLT CO.
MILDALE, CONN.

low tables with bins underneath; peg board uprights are used for suspending items in the center; and pilaster strips with adjustable shelves are used both on the tables and against the walls.

Sales records and long observation have convinced this retailer that displays located very much above eye level are of a doubtful value in a small store necessarily crowded with broad lines of stock. Customers will stand directly underneath some high level displays and ask if the store carries those items. Some elevated displays are inevitable especially for certain bulky items like ladders, and Glider states that it is better to have them quickly available rather than in the warehouse. He believes, however, that one or more of these items should be placed at a low level, within full view of the prospect.

Because women do the bulk of the buying in a center—75 percent—the store carries quality lines of strollers and baby carriages. The trend too is toward more and more housewares. For this reason, there is at least one sales woman on the floor during peak hours, and at Christmas there are three.

Glider's does about five percent of its business on a time-payment basis mostly on large-ticket items, and expects this to grow to 10 percent or more. It has a mutual credit plan through a local bank which specializes in this and certifies accounts for good credit ratings on a city-wide basis. The store also has a 90-day revolving credit plan of its own, and handles its own financing.

This retailer also does a sizable catalog order business which accounts for about five percent of its gross and is still growing. A complete catalog file is kept accessible to shoppers in the credit department at the rear of the store; deliveries from local wholesalers are usually made by the following day.

Successful small promotions are based on alert thinking. To beat competition on standard size garbage cans, a competitive, low-profit item, the store offered oversize cans at a much better mark-up. With no direct price comparison possible, the deal went over big. It offered something different.

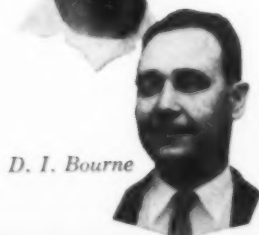
Occasionally they drop the price on a well-known lawn edger from \$30 to \$25 for a two or three-day advertised special. The sale price ends promptly on schedule which educates prospects to watch the

"DISPLAY and PRE-PRICING gives us YEAR-ROUND PROFITS with *Rubbermaid*"



Walter
Jayne

says **WALTER JAYNE**, Manager, Jayne Hardware Company, Richmond, Virginia



D. I. Bourne

"We sell Rubbermaid 12 months a year at a good profit," reports Mr. Jayne. "We like the *displays* we get from Rubbermaid, and the *pre-pricing* on items, too. They help us merchandise the line attractively and profitably the year 'round."

MR. D. I. BOURNE, of the Virginia-Carolina Hardware Co., Richmond, is Mr. Jayne's jobber. He reports: "Rubbermaid is one of our cleanest and easiest lines to sell. I don't know of any line my dealers could carry to match its profitable, fast turnover."



WELL-STOCKED DISPLAY where Mr. Jayne makes Rubbermaid pay—all year long. Mr. Jayne on left. Mr. Bourne, right.

month in—month out—**RUBBERMAID** sells itself

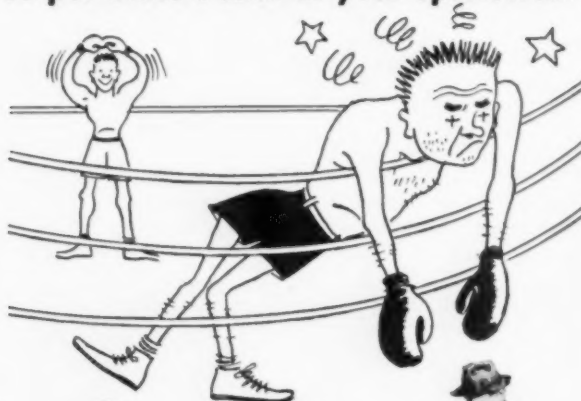
Self-selling labels. Pre-priced items. Many items pre-packaged. And, the line is loaded with colorful, related items . . . for multiple impulse sales.

You'll make more money—all year long—when you group-display a basic Rubbermaid assortment. Ask your Rubbermaid jobber to help you get set up *now*.

RUBBERMAID INC., WOOSTER, OHIO

Count on Cumberland

to put Sales Punch in your Sportswear



#1765 SHOOTER'S VEST



#740 FISHING CAP



#1569 FISHING CREEL



#771 HUNTING CAP



#1549 SHO CAP CREEL



#1579 FISHING CREEL



#774 JONES STYLE CAP



#1367 FISHING VEST



#1368 FISHING JACKET



#1559 HANDY ANDY



"You can't buy better...
to save your life."

Write for
free literature



THE AMERICAN PAD & TEXTILE CO.

SPORTSWEAR DIVISION

GREENFIELD, OHIO

the most successfully
promoted products
in the world...

Television
Sensation!

**MOULI
JULIENNE
SALAD MAKER**



\$2⁹⁸

Retail

Now with 4 rust-proof
steel discs that slices
juliennes and shreds food
...shaves ice. Millions
sold! Everyone loves
its simple operation,
its wonderful per-
formance, its built-in
safety features. In new
self-selling TV package.

Packed 6 to shipper. Wt. 9 lbs.

Order from your jobber today or
write for catalog on complete line.

MOULI Manufacturing Corporation
91 Broadway — Jersey City 6, N. J.
Phone: HEnderson 5-7267

now selling on sight...



CAULK in the FOIL CARTRIDGE

Sales soar when you display CALBAR in the bright
foil cartridge. It's the modern caulking compound in
the modern package. The amazing automatic "stop-
flow" at no additional cost takes the work and waste
out of caulking.
CALBAR is also available in bulk cans and key squeeze
tubes.

Ask your jobber about CALBAR guns, too.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

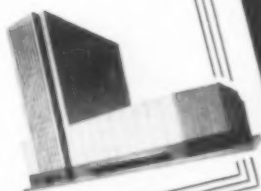
2612-26 N. Martha St., Phila. 25, Pa.

Over 38 years as the Nation's leading Caulk line



You are cordially invited to attend the
NATIONAL HARDWARE SHOW
 Including the Lawn, Garden and Outdoor Living Division
 at the Coliseum in New York City

SEPT. 29 thru OCT. 3
 for the trade only



Join the more than 40,000 buyers who annually attend the National Hardware Show. For here is your complete national showcase for hardware, housewares and allied items . . . lawn, garden and outdoor living products. See thousands of new items, new packages, new promotions and new ideas for profit shown for the first time on more than 300,000 sq. ft. of floor space.

The National Hardware Show is your once-a-year opportunity to see, feel and compare the offerings of over 1,000 leading manufacturers. Don't miss the most complete and diversified trade show in America. Fill out and return the registration coupon today.

Your admission badge, which will admit you without further registration, will be mailed to you.



please fill out coupon and mail

NATIONAL HARDWARE SHOW

Executive Offices: 331 Madison Avenue
 New York 17, N. Y. • MUrray Hill 2-4802

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 Please check below if you wish us to make hotel reservations for you.

(Please Print)

NAME TITLE
 FIRM
 STREET
 CITY STATE
 TYPE OF BUSINESS

Please check below the classification of your business.

☐ Wholesaler ☐ Retailer ☐ Dept. & Chain Store Buyer
☐ Importer-Exporter ☐ Mfgs. Agent ☐ Manufacturer ☐ Other
☐ Please send us your hotel reservation blank.

Minors under 18 yrs. of age will not be admitted under any circumstances.

You can't beat these Mossbergs for Value

This is the year when VALUE counts. And in Mossberg shotguns you have it!

3-shot, clip repeaters with finger-operated C-LECT-CHOKE (there's none better)—vented barrel—cushion rubber recoil pad—genuine walnut stock—thumb-operated safety—perfect balance—the features customers want, and at Mossberg's prices!

Model 195K (12 ga.) . . . \$39.95
Model 190K (16 ga.) . . . \$38.95
Model 185K (20 ga.) . . . \$36.95
Model 183K* (410 ga.) . . . \$34.95

Chambered for all 2 1/4" or shorter factory loads and 2 3/4" Magnums. Also take rifled slugs.

*2 1/2" and 3" factory loads and rifled slugs. No recoil pad nor barrel vents.



Cream of the Value Crop

TRAFFIC BUILDERS...which you sell with complete confidence in quality and user satisfaction.

Model 183D (410 ga.) 3-shot repeater with interchangeable Full and Modified choke tubes—only \$30.95

Model 173 (410 ga.) top loading, full choke, single shot—only \$24.95

Chambering same as 183K above.

thumb-operated safety

For lively fall sales jot down "Mossberg shotguns" on your want list, right now.

All prices are retail . . . \$1 higher west of Rockies.

Mossberg
for accuracy

O. F. Mossberg & Sons, Inc.
84709 St. John St., New Haven 5, Conn.

genuine walnut stock

cushion rubber recoil pad

finger-operated
C-LECT-CHOKE

vented barrel

perfect balance

Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING
INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 8, Georgia

weekly ads and act quickly. This has boosted sales of this quality item by 300 percent, and half of them were by word of mouth and at full price.

All these promotions have helped bring in many new customers. Since this is not a small-neighborhood business, the staff figures that if they average even two good new customers a day on their specials, the cumulative effect in repeat sales will keep business expanding. Prospects, attracted by the ads and the ample parking, come from a large surrounding territory.

General promotions of the center draw large crowds in the evenings, hence Glider's remains open until 9:00 p.m. The store does almost half its volume after late afternoon, and 30 percent after 5:30. To balance the late hours, it does not open until 10:00 a.m. Sales personnel get an extra day off each week to compensate for long hours. Some stores use two shifts and most take on extra part-time help on week ends and before holidays.

Glider is sold on shopping center locations for hardware stores, but thinks it is important to select the right type and size of center for the kind of business desired. He believes a center can be too small to have a strong pulling power. On the other hand, if it is too large and is located so that the approaches are very congested, it can have some of the same disadvantages as many of the crowded downtown locations.

Glider also feels it is possible to pay a fairly high rent in a small center and still not gain the benefits of a large and expanding potential. He figures that for an aggressive merchant it is wise to pay the full rental price for the right location and gain the full long-range benefits.

Modern Display Ideas

(Continued from page 41)

played on 30' shelves. To assist customers in paint selection, he has devised a unique number system, with specific numerals on color charts coinciding with required numbers on paint cans. Blumberg maintains that paint and paint supplies should be clearly visible from the street and sidewalk to remind passers-by of their languishing paint jobs at home.

"Paint is one item that a hard-

CAMPBELL HALL-MARK CHAIN

is permanently identified

3 ways...

1

BY MAKE...

The Campbell "C" is permanently in relief on every other link... your Campbell identification.

2

BY GRADE...

the grade mark (see below) is on every other link... your permanent grade identification.

3

BY 5' INTERVALS...

Campbell "Measure-Mark"... color-coded every five feet for quick, exact measurement... saves time.

From now on when you sell any of the four grades of Campbell Chain listed below, you and your customers will always know the make, grade and length of every piece. The grade and make are permanently recorded where they are most needed... right on the chain itself! Get complete information on all of the outstanding sales advantages that make Campbell the chain line for you to sell.

CODE SPECIFICATIONS

GRADE	PERMANENT GRADE MARK	COLOR-CODE "MEASURE-MARK"
Proof Coil Chain	P	Green
BBB Chain	B	Red
High Test Steel	H	Blue
Cam-Alloy Chain	A	Orange

**CAMPBELL
CHAIN**

CAMPBELL CHAIN Company

York, Pa.—W. Burlington, Iowa

E. Cambridge, Mass., Chicago, Ill., Portland, Ore., Seattle, Wash.

Los Angeles, Sacramento, San Francisco, Calif.

Makers of Jiffy Lug-Reinforced Tire Chains and Blue Temper pre-cut, packaged chain

ware dealer has got to become enthusiastic about if he wants to do a good job," he declared. "And to do an acceptable paint volume, you've got to know what paint is best for a particular job, and let the customer realize that you know what you're talking about!"

Blumberg advertises in a local suburban newspaper, finding that he gets best results by tying in ads with his paint supplier's national advertising schedules.

He feels that customer impulse buying in the housewares department, in particular, requires meticulous attention. Therefore, he goes in for eye-catching displays of higher-priced, quality merchandise which, he believes, stimulates buying.

He uses 36' gondolas and tables near the store entrance for seasonal merchandise, and places garden supplies, including power mowers, on doorway and sidewalk display on the first day of February. These gondolas and tables are quickly converted to such things as toy displays when Christmas buying season arrives.

Blumberg stocks a complete line of budget-priced tools, having earlier discovered that quality

lines are often too high-priced for ordinary customers.

"For example," he commented, "the plane, once strictly selected for quality, is now largely sold in low-priced lines—the quality tool, priced completely beyond the modern home-owner's budget."

The garden tool section, at the rear of the store, has its yellow pegboard walls lined from floor to ceiling with long-handled tools to provide maximum display and hanging space.

Open House

At its opening, the store held a three-day open-house, offering a power saw, floor polisher, and tray set as door prizes. Specials on furniture polish, wastebaskets, and plastic juice containers also helped to attract some 500 - 700 interested customers during the period.

Vienna Hardware represents a \$25,000 investment in fixtures and stock and plans to observe turnover closely in each of its departments during the coming year.

"We feel certain that customer satisfaction, as always, will be the determining factor in our success," Blumberg emphasized.

Quality Toys All Year Answer to Competition

(Continued from page 42)

build a permanent toy department."

Before really going into the toy business, Malone points out, the store generally found itself without toys several days before Christmas, thus losing some of the "cream" of the toy business. This was a result of the store's guarding against having to carry over any appreciable amount of stock. Now, carry-over is the least of the management's worry — what doesn't sell for the holidays sells thereafter.

Currently, the Burrows' toy business totals about \$30,000 a year. It is gradually increasing, as the store becomes better and better established as one of the outstanding toy spots in the entire state.

Eight large island displays make up the normal toy department, in addition to displays of all types of wheel goods, up to and including bicycles.

The company starts building its holiday toy layout in July. "We like to receive our merchandise gradually and build up the department over a period of several weeks," Malone points out, "so that we are not overwhelmed with a lot of toys all at once. In that way, we not only can arrange better displays for the holiday shopper, but we get a lot of July, August, and September toy business which we would miss if we started building up the department at a later date."

He estimates that about half the annual volume goes through the toy department during the last three months of the year, leaving about \$15,000 volume for the remaining nine off-season months.

"We don't go in for dime-store merchandise in the toy department," Malone stresses. "If the hardware store is to build a profitable department, it must carry merchandise that cannot be bought in every chain store in town."

He consciously buys considerable "prestige" merchandise, in order to build up the department as one carrying distinctive and high quality toys as well as to add to profit. For instance, last year he stocked a toy piano carrying a \$49 price tag. And it sold quickly—but not before a lot of customers saw it and marveled at the class and quality of toys in the hardware store.

Consistent advertising keeps the toy department prominent in the

It's here!

Our completely new catalog of axes, hammers, hatchets and garden tools... designed to give you the facts that will make your selling job easier, your efforts more profitable.

Write today for your copy:

MANN EDGE TOOL COMPANY

Lewistown 2, Pennsylvania

Making America's very finest hand tools since 1843

minds of mothers and fathers in the area. The store uses a modest amount of newspaper space, some radio spot announcements, but the big-pay in advertising comes from direct mail, Malone says.

The department sends out two exclusive toy catalogs a year. One, supplied by the Toy Guidance Council, goes out in the fall. The other is a summer deal, supplied by the wholesaler from whom the store buys much of its toys, and it goes to customers early in May.

Catalogs for out-of-town prospects go through the mail, addressed to rural or town box-holders, but those for local delivery go directly to the homes.

"We have tried both ways of distributing the catalogs locally," Malone says, "and house-to-house delivery brings about four times the results of those sent through the mails."

He says that house-to-house delivery can succeed only if much care goes into the selection of the carriers who deliver the catalogs. He hires grown boys or men of experience and integrity, and they are instructed to place every catalog in the screen door or at some other conspicuous spot around the door. None are merely thrown in the yard or on the porch.

"The success—or lack of it—in this form of distributing the toy catalog lies fully with the men who deliver it," he warns.

In newspaper and radio advertising, the department features its giftwrapping service. "Some people think we're extravagant in fancy-wrapping an item that costs a dollar or even less," Malone explains, "but we find that elaborate gift-wrapping is one of our best prestige and goodwill builders."

When a boy has a birthday party, he points out, and everybody present is looking at the packages, the one that is expensively gift-wrapped stands out. And the Burrows toy department makes sure, by the wrapping, that the packages that come from it are those that do stand out.

Customers are encouraged to telephone for gifts from the toy department. Numerous mothers, too busy to come to town, take advantage of this service, because the department does not take advantage of them.

"Jimmy Collins is having a birthday party this afternoon," a hurried mother telephones a girl in the toy department, "please wrap an appropriate toy, to cost no more than two dollars, and de-

liver it to the Collins home. With a card in it from my son Eldon." The clerk sees that no two alike or similar toys go to the boy.

Because the girl who handles this type of business has never abused this confidence and takes the trouble to wrap the package attractively, regardless of how little it costs, the department has built goodwill, which in turn is paying off in sales.

An added point in favor of the toy department is that it builds prestige for the entire store and actually brings in volume for other departments, especially housewares and related merchandise, because mothers see the merchandise while shopping for toys.

He's Ringing Up A Sale A Minute

(Continued from page 43)

his story.

From the very beginning when a customer called for something he didn't have, Thomason got it. He started out operating on a cash basis and at a fair profit. He still does. And he handles only merchandise which he can stand behind 100 percent.

Location is a major factor in the success of the business. Located on a busy street, the building is set back from the curb affording plenty of free parking space. There are no other stores close by. Thousands of vehicles pass each day—trucks hauling livestock to the nearby stock yards; farmers on their way uptown to do their shopping; city people on their way to work, out driving around, or just out looking.

At first thought perhaps, the name "Drive-In" would seem to be a misnomer. The name was chosen not because you can drive by a counter and pick out an item, pay for it, and drive on without getting out of your car. It was chosen because the drive-in system was just getting started when Thomason went into business. Mrs. Thomason thought the name would have appeal, and she was right.

The name attracted customers. People who were in a hurry for some small item stopped and got immediate service. They knew what they wanted and the clerks knew where to find it. There was little shopping around. It is still that way. In fact, Thomason sometimes jokingly refers to his store as the "Pop-In" hardware.

Hard-to-find items in the hardware line, quick, courteous service, fair prices, and cash sales have all contributed to Thomason's success.

Practically the only advertising Thomason carries is the ad in the classified section of the telephone book. It states, "Don't Run Around All Over Town Trying to Find It, Just Come Here and Get It!" This is not only their ad, but also the store slogan, and it means everything the words imply.

Oklahoma City residents learned long ago that it is much quicker and easier to go direct to Thomason's Drive-In Hardware for an unusual or hard-to-get item than to shop around uptown. They know they will find it there.

"And that," Thomason stresses, "is the real reason we can ring up a sale a minute, although we have only two full time clerks besides Mrs. Thomason and myself."

One story illustrates some of the unusual items the store carries: a short time ago an Oklahoma City man was spending his vacation with his folks near Bentonville, Arkansas. It was cherry canning time and the whole family sat around pitting cherries. The man's mother, her fingers stained and sore from handling the rough seeds, remarked that she would give anything for a cherry seeder, if they made such things.

When the gentleman in question returned home, he called Thomason's Drive-In, asked if they had a cherry seeder. It was delivered to his home that same afternoon.

Or take the sharecropper who had looked all over town for a buzzard wing sweep for his Georgia stock. Few of the clerks in uptown hardware or appliance stores knew what the man was talking about when he told them what he was looking for. But when he went to Thomason's, the clerk never batted an eye, went directly to a plow share bin, picked up the right size, and had the sale rung up before the astonished farmer could say a word.

The unusual has long become the usual at Thomason's Drive-In Hardware.

From a calf weaning bucket with a nipple in the bottom, a hard-to-find stove connection, a boot jack, to a transistor radio and electrical appliances—all are common, everyday hardware items at Thomason's. In between can be found all the practical items needed or used in the average household.

"We don't carry many large appliances," Thomason said. "We find

it more profitable to carry a large variety of smaller hardware items and sell for cash with a quick turnover, rather than to tie up money in TVs, refrigerators, washing machines, etc."

Thomason's will get any appliance a customer asks them to get. They will accept a down payment or a layaway, but other than that, all sales are cash.

"We find," Mrs. Thomason says, "it not only eliminates a lot of book work, it saves time, temper, and in the end, customers."

By paying cash for all stock, Thomason saves enough on discounts to pay his overhead. It

A customer never has to wait at Thomason's. A carpenter in a hurry for a certain kind of door hinge, a plumber with a cranky pipe fitting problem, a farmer needing a particular kind of bolt for his lister, an antique hunter looking for an old time coal oil lamp, a fisherman in a hurry to get an outdoor stove, a youngster squirming to get his hands on a top; a do-it-yourself fan wanting a new kind of tool—these are all customers whose trade Thomason's Drive-In Hardware solicits and caters to.

And another thing, no child accompanied by a parent or grown-up who makes a purchase, leaves

time at the Thomason Drive-In Hardware, you're wrong. The two regular clerks, J. C. Oldham and Jack Goodnow, are always busy restocking shelves when not waiting on customers. On Saturdays and special days, two extra part time salesmen are hired to relieve the work load.

Unlike most other businesses in the Oklahoma City area, Thomason's Hardware is affected very little by the twice-monthly Tinker Air Force Base paydays, although 25,000 workers are employed at this huge installation.

It is not like groceries and drugs," Thomason says, "people buy hardware items just as they need them. Especially small items like nails, a hinge, an electrical connection, a pair of pliers, pipe fittings, and other such items."

In addition to keeping books, answering the telephone, getting out the mail, and other duties, Mrs. Thomason knows the store's stock thoroughly and waits on dozens of customers daily.

Business is getting better all the time at Thomason's Drive-In Hardware. Each year shows a substantial increase over the preceding year. And when Ray and Mrs. Thomason look back to their beginning in the hardware business, remember how they sunk all their money plus five thousand borrowed, and compare it to their situation today, they are not only happy with the results, they are thankful.

Yes, folks in Oklahoma City and adjoining areas "don't run around all over town trying to find it," they just make a bee line for Thomason's Drive-In and get it if it's in the hardware line. They know that parking is free, that is will take only a minute to get waited on, and that their business is appreciated. And they are satisfied that if they can't find it there, it just can't be got!

What Else Was The Commode In The Window For?

During Christmas our local attorney J. Hollis Brown, Mrs. Brown, his daughter and her husband, Jimmie Stone, made a trip to Independence, Virginia where they visited another of Mrs. Brown's daughters, Mr. and Mrs. R. B. (Bob) Patterson and family. They also visited his namesake (almost) John Hollis Patterson, age 4.

Mr. Patterson is manager of a Kraft Food Co. plant in Independence.

According to the proud grandfather, they learned of a rather amusing incident which happened to young John Hollis there recently.

It seems that Bob (Mr. Patterson) had to make a trip to a hardware store and took young John Hollis along with him. The business was rather extended, and the son found it necessary to go to the bathroom and told his father so. The father told him to wait a while . . . in fact told him two or three times.

A few minutes later Mr. Patterson had some business with the manager in the office, and there the store manager told young John Hollis to go on to the bathroom.

A few minutes later John was found by his father sitting on a commode in a store window bathroom display, and waving merrily to the passersby on the street outside.

When his dad came up he said, "Daddy, this is the biggest window I ever saw in a bathroom."

Mr. Patterson hired a store helper to clean up the commode and one thing is sure all of the personnel of the hardware store will remember John Hollis Patterson for a long time to come.—Itawamba County Times, Fulton, Miss.

wasn't always so. And he credits much of his present ability to do so to his reputation for carrying the most complete line of hardware in the area.

Thomason's Drive-In Hardware not only has customers all over Oklahoma, they come from Arkansas, Texas, Kansas, and even New Mexico. Frequently, the store gets orders or inquiries for hardware items many of the younger generation have never heard of. If it is obtainable, Thomason will know, and he will get it.

without a stick of bubble gum, a piece of candy, or a cold drink.

"It's just a habit I like," Thomason says. "Besides, it not only pleases the parent, the next time he needs something in the hardware line, the youngster will tell him where to go to get it."

"Don't let him kid you," Mrs. Thomason chimes in, "He's just naturally crazy about children. He likes to see their faces light up when he gives them something they aren't expecting."

If you think there is any idle

Builders Hardware

(Continued from page 48)

eling and repair contractors. Contractors recommend the firm to builders.

Literature from manufacturers is mailed out to the trade and nationally advertised brands are handled in the store to build up sales further. "The organization maintains a sincere interest in the builder and makes every effort to work with him on his problems," Childress stated.

Engineering & Styling ARE BASIC FEATURES OF ALL **HODGMAN PRODUCTS**

**SALIENT POINTS WHICH
HELP YOU *SELL MORE*
HODGMAN SPORTING SPECIALTIES**

**No. 307
WADEWELL® *INSULATED*
BOOT FOOT WADER**

Carefully designed
for comfort and fit

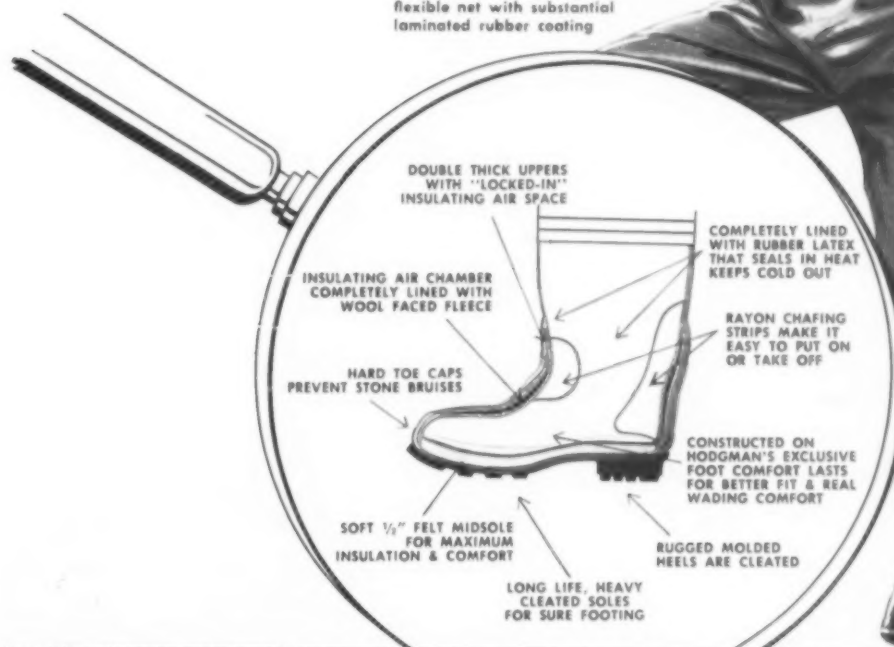
Large outside
pocket with snap
button flap

Made of strong, rugged
flexible net with substantial
laminated rubber coating

Strong reinforced
suspender buttons

Take up straps

100%
Waterproof



HODGMAN OFFERS YOU THE WORLD'S MOST COMPLETE LINE OF WADERS FOR EVERY PURPOSE AND POCKETBOOK



NO. 300
Brighton®
Lightweight
Wader



NO. 303
Brighton®
Boot Foot
Wader



NO. 304
WadeWell®
Boot Foot
Wader



NO. 308
Boot Foot
Wader



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Nylon
Zephyrweight
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Boot

SEND FOR COMPLETE CATALOG — Your Important Buying Guide and Selling Tool

HODGMAN RUBBER CO.

FRAMINGHAM, MASSACHUSETTS

79 Madison Avenue
New York, New York

549 West Randolph Street
Chicago 6, Illinois

1355 Market Street
San Francisco 3, California

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 111

Nail Dispensers

Atlas Tack Corp., of Fairhaven, Mass., now offers a combination carton-dispenser for 1/4-lb. packages of nails and brads.



Called "Peg-A-Paks," each carton holds 10 boxes and becomes a self-service dispenser by hanging it by its tabs from a peg board. When the last box of nails or brads is sold, the carton is thrown away and replaced by another.

Ten Peg-A-Paks of each item are packed to a shipping case. For more information—

Write in No. D1 on card, Pg. 111

Island Display Unit

Island display units which allow easy traffic flow with maximum exposure to merchandise are made available by the Reeve Co., 9249 East Bermudez St., Rivera, Calif. Accompanying photo shows the effective display of glass and dinnerware on an island unit.

Many ideas on how to "show more



—sell more" are contained in a catalog offered by the company which presents its complete line of store display equipment and accessories. For more information—

Write in No. D2 on card, Pg. 111

Pflueger Merchandiser

The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio, makers of Pflueger fishing tackle, recently introduced a new bait, hook, and sinker merchandiser. The merchandising rack is made of strong



metal and is designed to hold 16 dozen plastic tubes containing an assortment of hooks, lures, and sinkers.

The \$12 display rack is given free when an assortment of the lures, hooks, and sinkers are purchased. A dealer can choose from any of 67 items when ordering the merchandiser. The refills come packed one dozen tubes in a display box and can be sold this way also. For more information—

Write in No. D3 on card, Pg. 111

Twist Drill Dispenser

Columbia Drill Co., 423 West Ontario St., Chicago 10, Ill., makes available a colorful red and yellow metal dispenser unit for its new line of high speed twist drills in 1/16 to 1/2" fractional sizes by 64ths and No. 1 to 60 wire sizes and 1/4" shank high speed and carbide masonry drills up to 1/2" diameter.



Four different assortments are offered with the dispenser. The unit takes slightly less than a square foot of counter space and houses a complete drill department including back-up stock. A hinged clear plastic cover gives maximum display with minimum pilferage.

Featured in the line is a plastic set case which is compact enough to fit in the palm of a hand. By opening the clear plastic cover which pivots

*For style and beauty
it pays to use quality*



ESPECIALLY FOR SOUTHERN YELLOW PINE AND CYPRESS

SOLE DISTRIBUTORS

KING HARDWARE CO.

**490 MARIETTA ST.
ATLANTA, GA.**

on a base, the case becomes a handy bench stand.

Sets of 7, 10, and 13 high speed drills and 4 1/4" shank high speed or carbide masonry drills are available in the yellow and red plastic cases. Metal index cases are used for 15 and 29 piece sets.

High speed 1/4" shank drills are made in 5/16, 3/8, 7/16, and 1/2" diameters and carbide masonry drills in 1/4, 5/16, 3/8, and 1/2" diameters. These drills are mounted on individual red and yellow display cards that fit in the dispenser units. The display cards also are punched at the top for self-service spindle or rack merchandising.

Complete information, catalogs, and prices may be obtained from the company. For more information—

Write in No. D4 on card, Pg. 111

Rope Rack

Columbian Rope Co., Auburn, N. Y., announces the Colpack Rope Rack, described as an easy-to-display method of selling rope.



Columbian Tape - Marked Pure Manila, Eureka Pure Manila, Columbian Radium Sisal, and Eureka Sisal Ropes are sold in Colpack cartons. As the rope is dispensed from the carton by drawing it through the hole in the top without removing the coil, there are no lashings to cut. It is kept clean and can be sold by the carton or in any desired length. Colpack Rope in cartons is offered in four sizes of approximately 25 lbs., 50 lbs., 75 lbs., 100 lbs., and comes in sizes of 3/16" through 3/4" diameter.

The new Colpack rack holds one Colpack 25, two Colpack 50's and water-ski ropes, rope in small coils, or twine items on the top shelf. If desired, the small rack holding three 9" reels of Columbian Nylon or Polyethylene Rope may be displayed on the shelf.

The rack requires no assembly, folds for shipment, and requires little floor space. For more information—

Write in No. D5 on card, Pg. 111

PRINTED HELPS

and other sales aids for 1958

Olt's Coupon Offer

The Philip S. Olt Co., Pekin, Ill., manufacturer of game and bird calls, recently introduced a sales incentive plan to help promote sales for its dealers.

All shipments of game calls from the factory now contain coupons valued at 35 cents each which will be distributed by the dealers, one each to a customer upon the purchase of an Olt call.

Coupon then can be redeemed for an extra reed, free of charge, at the dealer or at the factory. Coupon value also may be applied against cost of retuning job.

The Olt Co. has placed two new game calls on the market for 1958: the numbers 200 Duck Call, made of wood, and B-10 Squirrel Call which is an economical hand-operated call. For more information—

Write in No. D6 on card, Pg. 111

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. D7 on card, Pg. 111

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. For more information—

Write in No. D8 on card, Pg. 111

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excello-matic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television

spots. For more information—

Write in No. D9 on card, Pg. 111

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. D10 on card, Pg. 111

American Bilrite Rubber Co., P. O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Write in No. D11 on card, Pg. 111

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleen-cut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. D12 on card, Pg. 111

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is 3/4" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individ-

AMERICAN DOG CHAIN PRODUCTS GIVE YOU *MORE* ON THREE COUNTS:

- More chain sizes and styles to choose from
- More dependable quality of product
- More profits from expanded sales of a complete line

There's good reason why AMERICAN Dog Chain products consistently yield greater profits than many other competitive brands. AMERICAN Dog Chain items offer a quality you can trust—backed by years of manufacturing know-how that has made AMERICAN the largest maker of chain in the United States. When you sell dog chain items that bear the ACCO label, you know you are selling a product that will deliver 100% customer satisfaction and will earn profitable repeat business for you the year around.

ACCO Dog Chain products come in a variety of sizes and styles to fill any customer need. No more shopping around to find specialized chains—not when you stock and sell the items shown on this page. There are dog lead assortments, stake chains, runner chains, kennel chains, halter and dog chains, couplers and chokers . . . in welded and weldless chain construction. And they all come packed in bright ACCO cartons for attractive self display.

Check your AMERICAN CHAIN distributor next time you order dog chain products. He can give you prompt delivery on the items shown here as well as on many other items in the ACCO dog chain line.



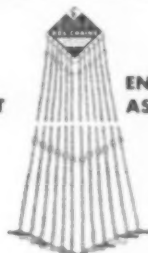
DOG LEAD ASSORTMENTS

Three assortments—Nos. 2, 3, 4. All come in bright or nickel-plated finish. No. 2 • six 4-ft. Spirallock and six 4-ft. Tenso dog leads. No. 3 • six 4-ft. and six 4½-ft. Tenso chains. No. 4 • six 4½-ft. and six 6-ft. Tenso chains.



SPIRALLOCK ASSORTMENT

12 strong, spiral-twisted pattern chains with colored Accolette handles. In 4½ and 6-ft. lengths. Nickel-plated finish.



ENDWELDED ASSORTMENT

12 welded chains with brightly colored Accolette handles. Available in 4½ and 6-ft. lengths. Bright zinc finish.



HALTER AND DOG CHAINS

Available in two patterns of chain—Tenso (shown) and Elwel electrically welded chain (not shown). Both come with snap on one end, toggle on other end, and ring for adjustment. 4½ and 6-ft. lengths. Furnished in bright, bright zinc and nickel-plated.



KENNEL CHAINS

Strong, flexible, light in weight. Swivel snap each end; strong swivel in center. Finishes—bright, bright zinc and nickel-plated. Three lengths—4½ ft., 6 ft. and 9 ft.



ELWEL CHOKE COLLARS

Made from No. 3, 4, and 5 Elwel Twist Link Chain with welded ring on each end. Regularly furnished in five lengths: 16", 18", 20", 22" and 24". Nickel-plated.



SPIRALLOCK DOG STAKE CHAIN

A light-weight, strong stake chain that provides dog freedom for movement. Spiral twisted chain, with free swiveling snap, is attached to 15" stake by "S" hook. Bright zinc finish.



DOG COUPLERS

ACCO Dog Couplers can be ordered in Elwel and Tenso patterns as illustrated. Both have free-swinging sturdy snaps. In bright or nickel-plated finish.

American Chain Division AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Factories: *York and *Bradock, Pa.

Sales Offices: *Atlanta, Boston, *Chicago, *Denver, Detroit, *Houston, *Los Angeles, New York, Philadelphia, Pittsburgh, *Indicates Warehouse Stocks *Portland, Ore., *San Francisco

ACCO



ually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. D13 on card, Pg. 111

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as

a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. D14 on card, Pg. 111

Plymouth Cordage Co., Plymouth,

Mass., invites dealers to participate in its "Rope Tricks" promotion by offering a free "Rope Tricks" Merchandising Kit. The Kit contains 25 copies each of illustrated folders on "How to Have Fun with Rope," "How to Decorate with Rope," and "How to Use Rope" designed for children, ladies, and men respectively, plus a wall or counter dispenser rack for displaying the folders. A large streamer and set of newspaper mats are also included. The kit is available with the order of one of Plymouth's three rope merchandising units: The HandyPak which is a 13-coil unit, cellophane wrapped, that comes with a free display; the SalesRak which carries three popular sizes of rope on connected spools to sell in lengths up to 200 and 300 feet; and the Rope Department, which holds three of Plymouth's 500' or 1000' Reddy-Measured coils, marked every 10 feet, in colorful cartons, and with shelf to display Plymouth's packaged items. The Rope Department is free with an order for three coils and one package of HandyPak. For more information—

Write in No. D15 on card, Pg. 111

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Write in No. D16 on card, Pg. 111

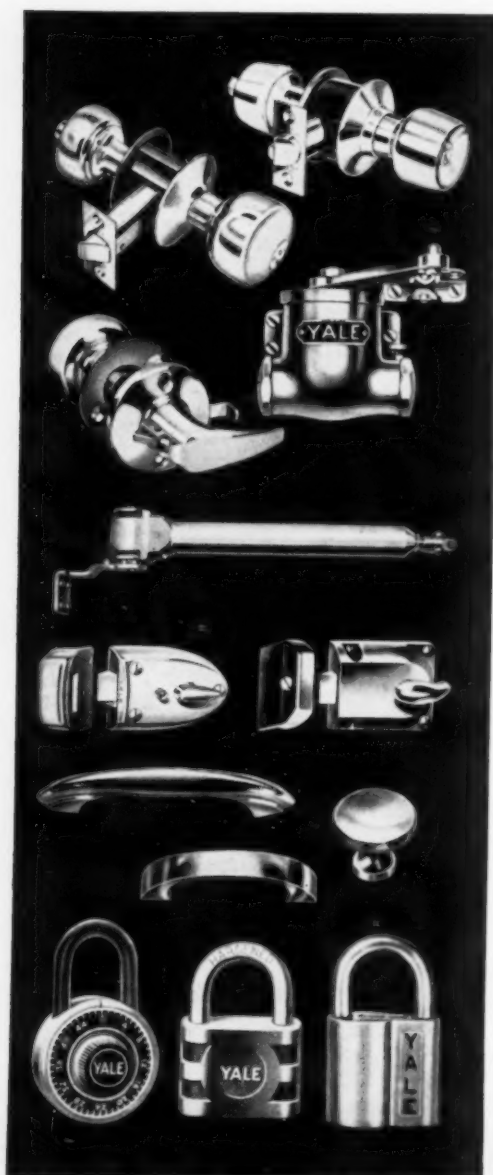
Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Write in No. D17 on card, Pg. 111

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. D18 on card, Pg. 111

Columbian Rope Co., Auburn, N.



THERE'S PRESTIGE AND PROFIT IN YALE

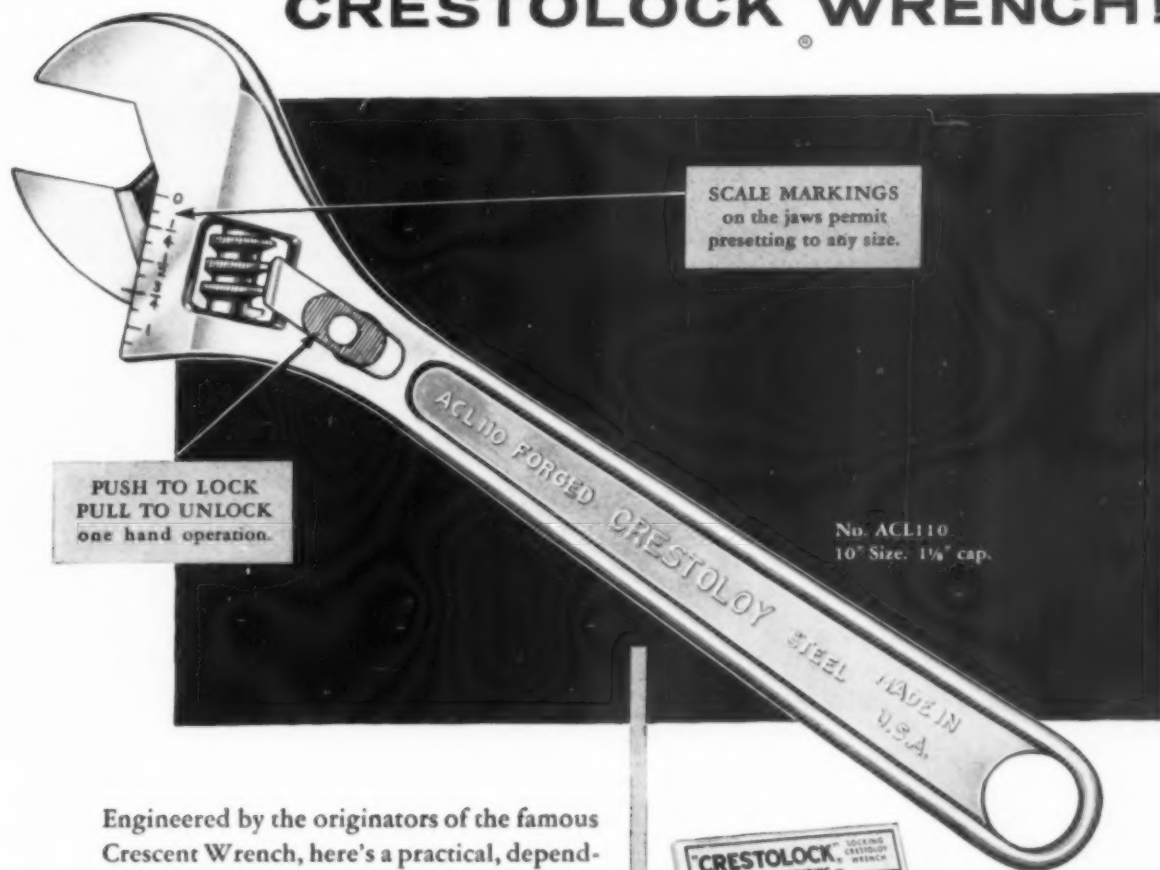
From Yale, pioneer in lock and hardware progress, you get a complete customer-satisfying line...the kind that brings repeat sales and builds respect and loyalty for your store. Yale's assured quality and performance, wide price range, merchandising assistance, will give you fast and profitable turnover. Stock today. Call your jobber or write to: The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N. Y.

JUST MENTION YALE AND
MAKE THE SALE

YALE—REG. U. S. PAT. OFF.

YALE & TOWNE

No other locking adjustable like this new CRESTOLOCK WRENCH!

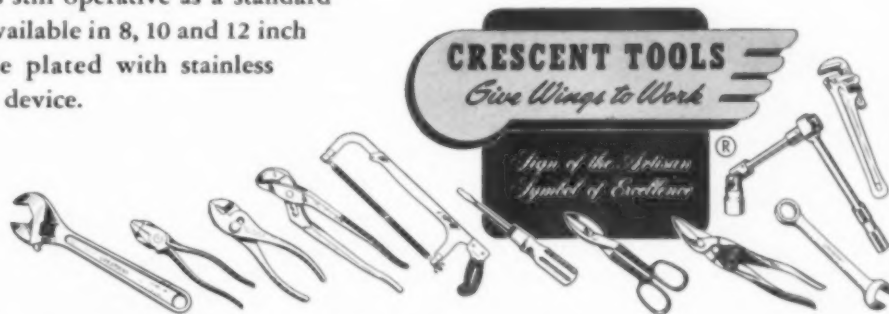


Engineered by the originators of the famous Crescent Wrench, here's a practical, dependable adjustable wrench *that can be locked at any infinite opening size within its capacity.* Basically, it's the time-proven Crestoloy Wrench PLUS a simple, positive locking device.

There is no working strain on the lock... no projections... it is operated by the thumb of the same hand that holds the wrench. If the lock should be damaged, the wrench is still operative as a standard Crestoloy. Available in 8, 10 and 12 inch sizes, chrome plated with stainless steel locking device.



Get this 12" x 16" counter display. Sheet metal with heavy wire easel, bright yellow and maroon. Holds 3 each of all 3 sizes. Ask your jobber.



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

Y., has available for dealers two new rope merchandisers, available through wholesalers. The Columbian Rope Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both. From the position of the units on the merchandiser, rope is fed through guides to a measuring device and a cutter for rapid selling. The "Pick-Me-Up" Rope Coil Merchandiser holds individually wrapped 50 ft. and 100 ft. coils of $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " dia. Manila rope. The unit is furnished at no cost with an initial order of approximately 100 lbs. of rope which stocks it.

All metal and mounted on casters, its dimensions are 22" x 22" x 45 $\frac{1}{2}$ " and requires less than 4 sq. ft. of floor space; permits complete self-service. Also available for dealers is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twines, Mason's line, and Christmas twine are also available. For more information—
Write in No. D19 on card, Pg. 111

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly

screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color, leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—
Write in No. D20 on card, Pg. 111

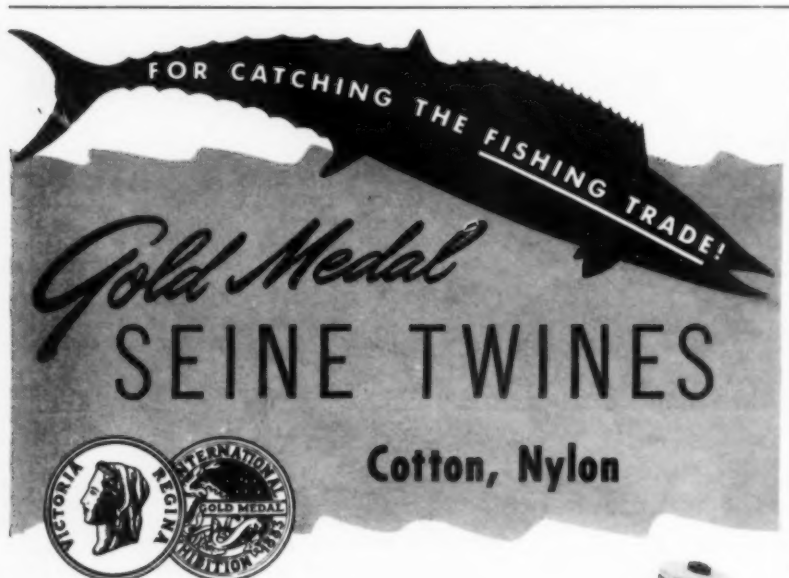
Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—
Write in No. D21 on card, Pg. 111

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—
Write in No. D22 on card, Pg. 111

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—
Write in No. D23 on card, Pg. 111

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—
Write in No. D24 on card, Pg. 111

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8 $\frac{1}{2}$ " x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 2-column newspaper mats



Gold Medal Cotton Seine Twine

The favorite of fishermen for generations...uniform, strong, easily worked.

Gold Medal Continuous Filament Nylon Seine Twine

The finest Nylon seine twine...rotproof, long lasting...requires minimum care. Packaged in individual polyethylene bags.

...And Now Nyak Seine Twine

A synthetic twine of great strength and durability...offers the principal advantages of Nylon at a saving. Also packaged in polyethylene bags.



♦ **ORDER FROM YOUR JOBBER**



THE LINEN THREAD CO., INC.

418 GRAND STREET • PATERSON 12, N. J.

Makers of Quality Twine Since 1784

New York • Chicago • San Francisco
Boston • St. Louis • Baltimore • Gloucester

featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. D25 on card, Pg. 111

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. D26 on card, Pg. 111

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz.—list price is \$16.00. For more information—

Write in No. D27 on card, Pg. 111

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. D28 on card, Pg. 111

Petersen Mfg. Co., Dept. SH-3, De-Witt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Write in No. D29 on card, Pg. 111

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature Scott-Atwater's 1958 motors; hand-

out stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement, and a 20-second spot announcement; changeable trans-light displays; wobbler display; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. D30 on card, Pg. 111

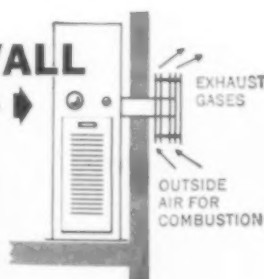
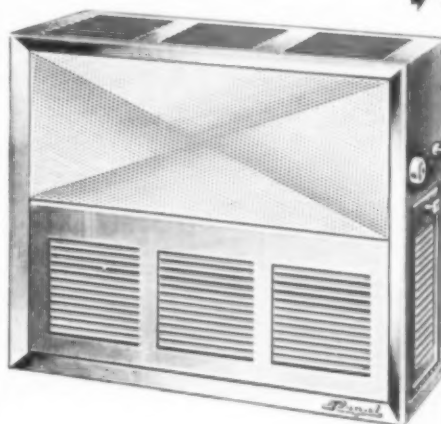
O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer

folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. D31 on card, Pg. 111

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for

New! THRU-THE-WALL



VENTED GAS HEATER BY



Save Money
Save Space...



- No chimney, no duct-work
- No recessing into wall
- No room air used for combustion
- Use on any outside wall
- Save valuable floor space
- Room air fresh as springtime
- Manual or thermostat control
- 20,000 and 30,000 BTU models
- Handsome "thin" design; decorator finish

All Royal Gas Heaters Are Approved By The
American Gas Association Testing Laboratories

WRITE TODAY
For more information



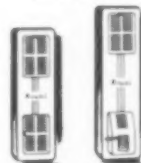
CHATTANOOGA ROYAL COMPANY
Chattanooga 6, Tennessee

ROYAL
GAS HEATERS FOR
EVERY INSTALLATION

VENTED



CIRCULATOR



RECESSED WALL HEATERS

UNVENTED



CIRCULATOR



WALL INSERT HEATER

the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Write in No. D32 on card, Pg. 111

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular

steel frame with no sharp edges. For more information—

Write in No. D33 on card, Pg. 111

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. D34 on card, Pg. 111

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-your-

self" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high, with a 9" diameter base. For more information—

Write in No. D35 on card, Pg. 111

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3 $\frac{1}{4}$ -inch x 6 $\frac{1}{4}$ -inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Write in No. D36 on card, Pg. 111

Stevens - Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. D37 on card, Pg. 111

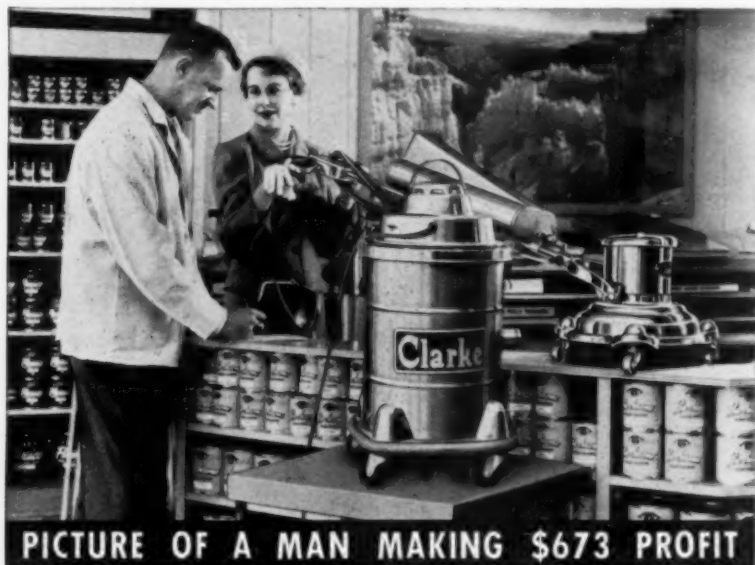
The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks, one-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. D38 on card, Pg. 111

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. D39 on card, Pg. 111

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are



PICTURE OF A MAN MAKING \$673 PROFIT

That's right, profit — \$673 of it! And he makes it in the first year on only one Clarke rug shampoo machine and the wet-dry vacuum cleaner that goes with it. Like dealers everywhere, he's discovered the shampoo machine is the hottest thing in rentals. And it's *plenty* hot. By renting the machine only twice a week, he averages an extra yearly profit of \$673 in rental fees and income from shampoo and impulse sales.

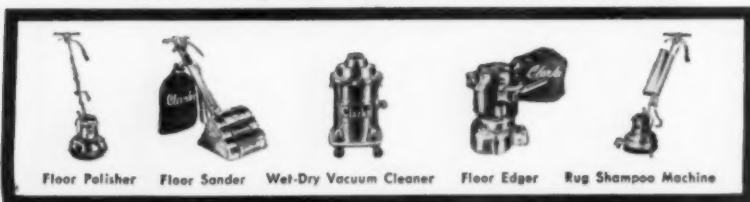
You'll enjoy this extra income, too, when you start your Clarke rental department. Clarke offers you a complete line of dependable floor machines to rent and gives you all the selling aids you need — mats, radio scripts, banners, mailers — to promote your department and build your profits. Write for details now.

Clarke

SANDING MACHINE COMPANY

679 E. Clay Avenue, Muskegon, Michigan

Authorized Sales Representatives and Service Branches in Principal Cities
In Canada: Clarke Sanding Machine Co. (Can.) Ltd., 21 Advance Rd., Toronto 18, Ont.



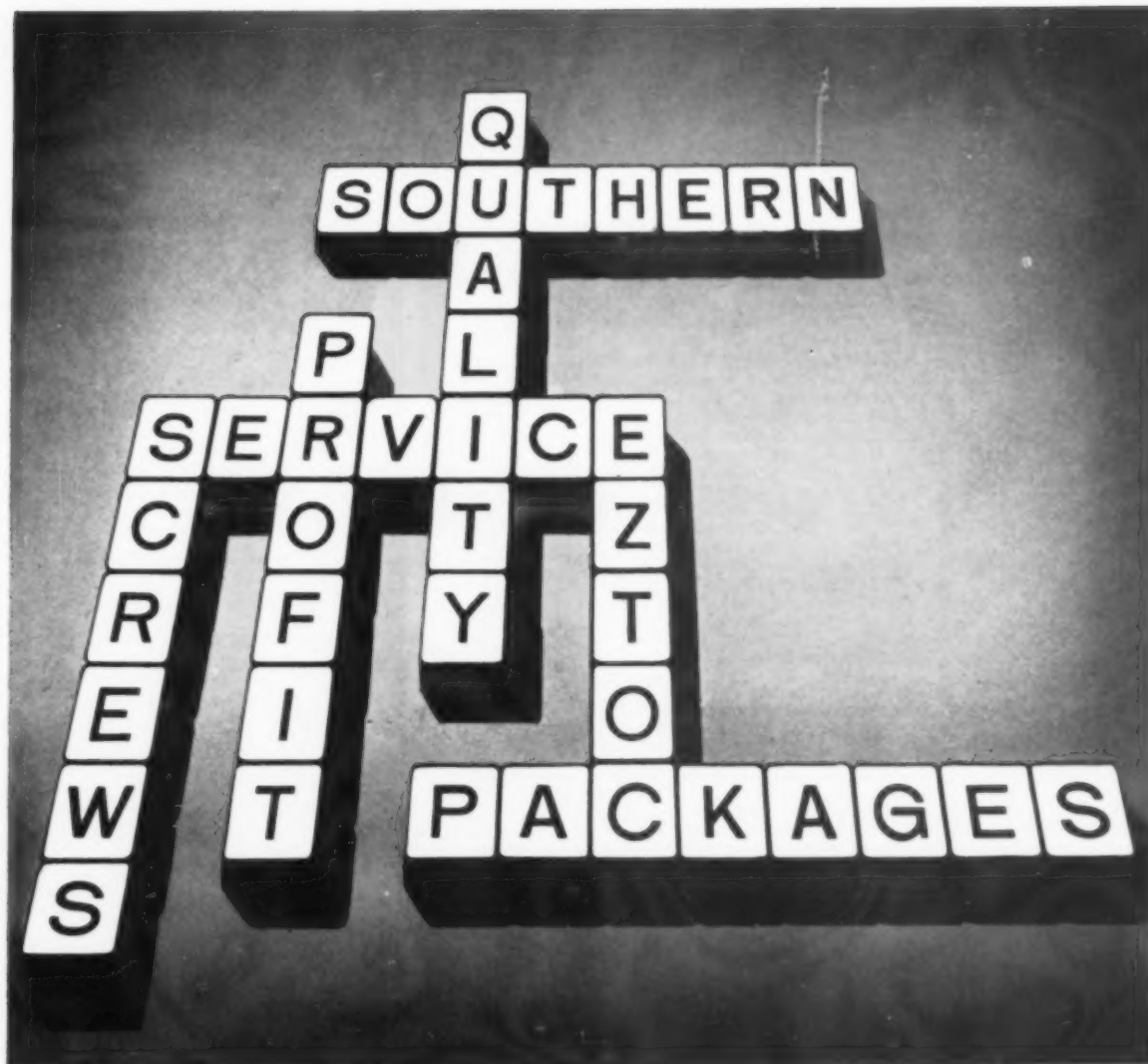
Floor Polisher

Floor Sander

Wet-Dry Vacuum Cleaner

Floor Edger

Rug Shampoo Machine



Let one name *Southern* solve your fastener puzzle

Southern Screw's quality, service, and EZ to C® packages lead to the profit you're looking for in fasteners.

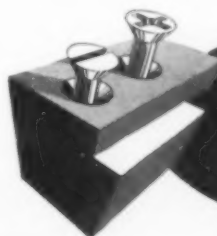
Stock the full line of Southern Screws and Bolts — famous for quality and for customer preference. Sold through leading wholesale distributors.

Write today for our new Package Stock Guide. Address: Southern Screw Company, P. O. Box 1360, Statesville, North Carolina.



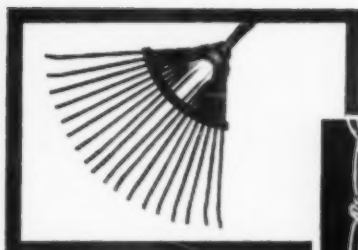
WOOD SCREWS • STOVE BOLTS
MACHINE SCREWS & NUTS
ABC & F TAPPING SCREWS
WOOD DRIVE SCREWS • CARRIAGE BOLTS

WAREHOUSES:
NEW YORK • CHICAGO • DALLAS • LOS ANGELES



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

DEPENDABLE . . .
another way
of saying
Rugged Robert



Every wise customer knows that Rugged Robert means **DEPENDABILITY . . . superior QUALITY.** That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this "PLUS BUSINESS today! Write or call us for **YOUR** supply!



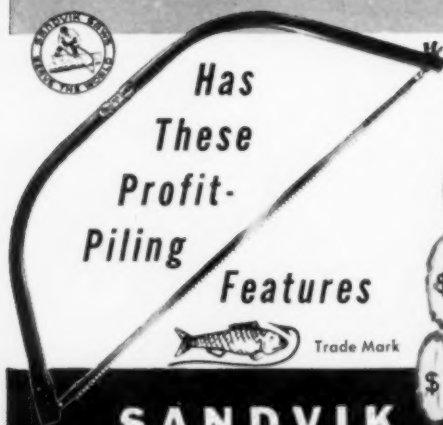
Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED-ROBERT
 BRAND

Only the NEW **SANDVIK #15 BUCK SAW**



SANDVIK
STEEL, INC.

SAW & TOOL DIVISION

1702 Nevins Rd. Fair Lawn, New Jersey

WORLD'S LEADING NAME IN BOW SAWS



EXCLUSIVE, PATENTED
 Sandvik "Hard-Point"
 Swedish Steel Blade
 Eliminates Re-sharpening
 Outlasts 3 Ordinary
 Blades

Jiffy-Tension Thumb-
 screw Makes Blade
 Changing A Snap

Lightweight, Easy to
 Handle Frame of Tough
 Swedish Steel

Narrow 3/4" Blade Mini-
 mizes Friction

In 30" and 36"
 Lengths—For All-Purpose
 Home, Farm and Forestry

DESIGNED AND PRICED
 TO MEET TOUGHEST
 COMPETITION

billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. B40 on card, Pg. 111

Chas. O. Larson Co., P. O. Box 358 Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. B41 on card, Pg. 111

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25¢. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written by top writers. For more information—

Write in No. B42 on card, Pg. 111

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models).

In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Write in No. B43 on card, Pg. 111

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. B44 on card, Pg. 111

Wright-Bernet, Inc., Hamilton Ohio, provides convenient packaging for its No. 1958, 12" plastic household push broom. The broom is packed four to a box including handles. The packaging is designed to save time, space, repacking, and extra handling for both the dealer and wholesaler. The broom itself is bristled with turquoise Berlight plastic, with the handle lacquered in matching turquoise. It is designed to list around \$1.69 per brush, including handle. Catalog sheets are available. For more information—

Write in No. B45 on card, Pg. 111

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. B46 on card, Pg. 111

For information on
CATALOGS & BULLETINS
See Page 52

NO MATTER HOW YOU LOOK AT IT...

... there's nothing just like X-I-M FLASH BOND to make paint adhere firmly and longer to almost any type of surface. Yes...



USING

X-I-M

FIRST

MAKES PAINT LAST

- NO SANDING REQUIRED. It saves sanding and tacking off time between the primer coat and finish coat.
- ACTS AS A RUST INHIBITOR. When applied over slightly rusted surfaces or where loose rust has been removed it stops progressive action of rust.
- IMPARTS FLEXIBILITY TO FINISH COATS. Resists damage to finish due to weather changes. Helps to resist dulling, chipping, peeling, flaking.

YOU CAN CONFIDENTLY RECOMMEND X-I-M FLASH BOND!

It is not "just another primer" ... it's in a class by itself, has been for more than 20 years. Next time any customer asks you for something that will make paint "stick," will stop peeling, popping, blistering ... confidently recommend X-I-M FLASH BOND. Ask about our Special Dealer Assortment and Sales Helps.

• SEE US IN BOOTH 24, SOUTHERN COLORAMA OF DECORATING SHOW, ATLANTA •



H. FORSBERG COMPANY 5107 LAKESIDE AVE.
CLEVELAND 14, OHIO

RELIABLE

JUSTRITE

FAVORITES
THROUGHOUT
THE SOUTH!

POPULAR PRICED,
BIG VOLUME SELLERS
THAT RING UP SALES!

ask your local
distributor or write
for catalog to
dept. AN-98

**JUSTRITE
CARBIDE
LAMPS**

Famous for generations for reliability, these carbide lamps give bright, white outdoor light at low cost. Safe, easy to operate. The new cap models burn 4 hours. Hand models burn 8 hours, have automatic water feed. Both styles have highly-polished reflectors, 4-inch or 7-inch size.



No. 2-840 Cap Lamp
4-inch Reflector
Suggested Retail \$3.70

**JUSTRITE
ELECTRIC HEADLAMPS**

Active men like this easy to use, rugged, all-weather lamp that leaves hands free. Has powerful focusing beam, wide adjustable head strap, 4-foot cord, switch on headpiece. Used with regular 6-volt battery.

No. 1904-2 Headlamp With Bulb Suggested Retail \$2.95



JUSTRITE MFG. CO. Chicago 14, Ill.

NEW PRODUCTS

**For more information on these new products
use the return free post card on page 111**

Electric Clocks

Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill., is introducing its new line of electric clocks which consists of 36 models incorporating such features as decorator colors, "wrap-around" face crystals, and self-illuminating dials.



To facilitate sales, Sunbeam is offering an illuminated unit which displays 20 clocks in only two square feet of space. It can be used on store counter, display table, or hung on the wall.

The display's center cone has a soft flashing light which outlines every Sunbeam clock at regular intervals. The framework is of sturdy wrought iron. For more information—

Write in No. 769 on card, Pg. 111

Boat Cushions

Style-Crafters, Inc., Greenville, S. C., in its personalized pair promotion, is offering a pair of Aqua-Float USCG approved buoyant cushions with the consumer's own name, boat, or cottage name permanently screened on as few as two cushions.

Available to the dealer without charge is a counter display contain-



ing two such cushions. With the display comes a complete sales aid kit including a supply of pre-printed, postage paid order blanks. For more information—

Write in No. 770 on card, Pg. 111

Langley Spinreel

A new low-price spinning reel, the "777," is announced by the Langley Corp., 310 Euclid Ave., San Diego 12, Calif., and offers sportsmen the Langley Double-matic features of automatic anti-reverse and automatic self-centering. Finished in two-tone



crackled gray and green, Model 777 has two-point shaft suspension, plus balance and durability.

The spinreel, priced at \$13.95, has an all-aluminum spool with a line capacity of 200 yds. of 6-lb. monofilament.

Langley's expanded line of seven spinreels now range in price from the "777" at \$13.95 to the Spinator at \$37.95. For more information—

Write in No. 771 on card, Pg. 111

Septic Tank Cleaner

Free-All, a septic tank and cesspool cleaner, is announced by G. N. Coughlan Co., West Orange, N. J. One treatment is effective for up to six months, and with the 100 percent active cleaning ingredients, it does away with the need for constant booster shots, the company states.

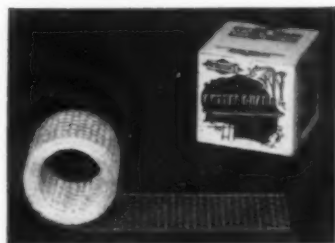


Free-All will not harm humans, animals, or plumbing. To use, it is poured out of the can into toilet and flushed down once. Retail price is \$1.95. For more information—

Write in No. 772 on card, Pg. 111

Gutter Guards

Galvanized Gutter Guard with flat wire edges is offered by G. F. Wright Steel & Wire Co., Worcester, Mass.



The product comes in 25-foot rolls, six inches wide, individually packaged, which is said to be ample for all gutters. It can be cut to desired length with tin snips, shears, or cutter pliers. It bends to desired shape and is held in place with shingle nail under the first course of shingles. The smooth edge makes for easy handling. For more information—

Write in No. 773 on card, Pg. 111

Charcoal Bucket

A charcoal bucket made of unbreakable polyethylene is being introduced by the Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif. Called the Black and Gold charcoal bucket, it features body color in black, with a sturdy golden bail.



Of contemporary design, the bucket will hold over 10 pounds of charcoal. Other features include a comfortable plastic grip, easy pouring and handling features, and lightness of weight. Although designed primarily for charcoal, it may be used for other purposes.

Designated as Item PT-655, the charcoal bucket is 12¼ inches by 13 inches. It retails for \$3.98 and is packed one-half dozen to a carton. The shipping carton becomes a self-merchandising sales display. Shipping weight is 12 pounds. For more information—

Write in No. 774 on card, Pg. 111

THE NAME THAT SELLS
IN THE PAC THAT ATTRACTS!

Victor TRAPS

What a trio for profit... Victor traps in eye-catching, self-selling visual display pacs!

When you handle Victor Traps, you sell more... make more profit because you've got the name, the package, the quality, and most important... a big profit margin, to back you up. And with Victor pacs, you eliminate "one-at-a-time" sales and reduce shrinkage, too.

Remember, all you have to do is display Victor traps in convenient pacs... they sell themselves!

No. M-O Victor
4-Pac



No. M-P Victor
Twin-Pac



NEW! No. M-17
Victor Easy-Set
Metal Mouse Trap
on new 2-Pac Card



Order Victor mouse and rat traps
from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA

LITITZ, PA. • PASCAGOULA, MISS. • BERKELEY, CALIF. • NIAGARA FALLS, CANADA

NUTS BOLTS SCREWS WASHERS

Easy on the eye

attractive
package
facilitates
both stocking
and handling.



Write for
NEW
#58D CATALOG



ATLAS
OF NEW YORK

FOR IMMEDIATE DELIVERY
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WIRE NEWARK 365 • WRITE

ATLAS SCREW & SPECIALTY CO.

450 BROOME STREET • NEW YORK 13, N. Y.

3 New

SALES BUILDERS
from **NATIONAL...**



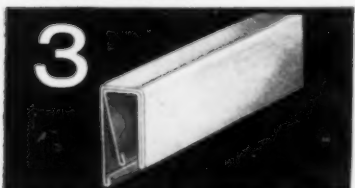
NATIONAL VINYL-INSERT THRESHOLDS

Provide air-tight fit and combine good looks, easy installation, efficiency, low price. Heavy-duty vinyl strip is easily inserted after threshold has been fastened down. No exposed screws, no hookstrips. Comes in 3 widths (1 3/4", 3 1/2", 4")—any length.



TWO-IN-ONE DOORSTOP WEATHERSTRIP COMBINATION

Heavy gauge rolled aluminum moulding has vinyl insert which weatherstrips doors or windows and assures noiseless closing. Aluminum is surface treated to prevent oxidation and to provide bond for paint. Available in 7' lengths with screws—installation holes punched.



"CASE-TITE" SNAP-ON WEATHERSTRIP

Designed for metal casements and made of special spring alloy aluminum. It's inexpensive and simple to apply—no nails, screws or special tools required. Snaps on sash frame and is held firmly by its own tension. In bulk (6' lengths), or in cut sets for 2, 3, 4 light vents.

ORDER FROM YOUR JOBBER TODAY
OR WRITE FOR CATALOG



National Metal Products Co.
2 Gateway Center, Pittsburgh 22, Pa.

Oven Cleaner

The new Oven-Aid oven cleaner in a plastic squeeze can is offered by G. N. Coughlan Co., West Orange, N. J. The cleaner is said to dissolve grease in seconds, with no scraping or scouring necessary.



The can is colorful and compact, and a snap-on seal-top prevents caking and drying. Retail price is 98 cents. For more information—

Write in No. 775 on card, Pg. 111

Shopmate 2-Speed Drill

A new Shopmate drill, model SD-382, is announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill. The 3/4" 2-speed drill has a 2000 rpm speed for drilling wood, plastic and all other light materials, and a 1000 rpm speed for heavy duty drilling.



An electro-mechanical transmission allows speeds to be changed instantly, electrically, by pressing a speed range select switch. The operator flicks the switch which interlocks with the on-off switch, to prevent damage to the tool, and the speed is changed.

The Shopmate 2-speed has 2.8 amp universal fan-cooled motor, precision geared chuck and key, ball thrust bearing, precision cut alloy steel gears, and silver luster finish. Weight is 4 1/2 lbs. For more information—

Write in No. 776 on card, Pg. 111

for leakproof, pressure-tight connections



SEALING COMPOUNDS

Heat and vibration-proof, non-solvent, will not shrink, crack or crumble. Makes all assemblies leak-proof and pressure-tight. Prevents rust, corrosion, joint seizure.

7 BASIC BLENDS



LIQUID WRENCH

The super-penetrating rust solvent

LOOSENS

rusted bolts, nuts, screws, 'frozen' parts

Liquid Wrench works fast...yet is absolutely safe for all metals and alloys.

At Industrial, Automotive, Hardware, Plumbing Jobbers

RADIATOR SPECIALTY CO.
Charlotte, North Carolina



NOT TO THE BUTCHER NOT TO THE BAKER NOT TO THE CANDLE-STICK MAKER...

but to hardware stores, YOUR hardware store...

Every ad we've ever run, has specifically directed customers to hardware stores for their Water Masters.

We will continue to send these customers to your store. Stock Water Master Tank Balls, and enjoy these easy, frequent sales.



GET THE GENUINE

WATER MASTER

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

HOLD-E-ZEE®

THE ORIGINAL AUTOMATIC GRIP
SCREWDRIVERS

1st in FEATURES
in QUALITY
in VALUE

For complete customer satisfaction, sell the feature-packed drivers that give all purpose use—sell HOLD-E-ZEES.

BITS
ARE
HAND
GROUND

FEATURES (exclusive) include: LOK-BLOK, makes blade impact, twist proof; GRIPPER recedes deep into handle; Special Bit, recognized as best for both cross point screws.

QUALITY is outstanding. Chrome vanadium blades... unbreakable Tenite handles... Built stronger to last longer.



VALUE is unsurpassed. Hold-E-Zees give full use. Plus... yet cost no more than ordinary drivers.

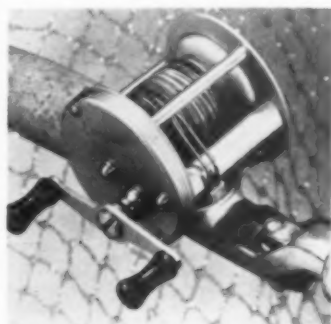
Pre-Sold by aggressive national advertising and outstanding merchandising units.

Order
thru
Your
Jobber

UPSON BROS., Inc.
ROCHESTER 14, N. Y.

Compac Reel

Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif., announces its new Model 33 all-metal, quadruple multiplying, level wind bait casting reel.



The Compac reel is lightweight and compact, with capacity for 100 yards of 15# test braided casting line. Anodized pearl grey with maroon handle knobs, both the handle and the spool are made of lightweight aluminum for "fast starts" casting control. Additional backlash control is provided by a finger tip drag and anti-backlash knob. The reel has an on-off click button and features all metal gearing. For more information—

Write in No. 777 on card, Pg. 111

Green Thumb Rake

The Union Fork & Hoe Co., Columbus 15, Ohio, introduces its Green Thumb Swiv'l Sweep as a rake that also sweeps. The Swiv'l Sweep is said



to rake like any other lawn rake when its handle is set straight, and to sweep better than any broom rake when handle is adjusted to right or left. For more information—

Write in No. 778 on card, Pg. 111

**PROTECT YOUR
CUSTOMERS
AGAINST NAIL
SPOTS**
with...



MAZE
STORMGUARD
STRONG STEEL NAILS
DOUBLE-DIPPED IN MOLTEN ZINC
NAILS

- NO RUST SPOTS, STAINS, OR STREAKS!
- STRONGER THAN ALUMINUM ... COST ABOUT 1/3 LESS!
- HARD STEEL CORE ... DRIVE BETTER ... HOLD TIGHT!

More and more home builders and prefabricated manufacturers are finding it pays to use Maze's specially designed, weather conditioned STORMGUARD nails for all exterior applications and materials—WOOD SIDING, CEDAR SHAKES, ASBESTOS, INSULATING, HARD-BOARD SIDING, etc. Available in matching colors. ... Also nails for all kinds of roofing, roof decking, and trim!

HOMES BUILT WITH STORMGUARD NAILS ARE EASIER TO SELL ... CUSTOMERS STAY SATISFIED—FEWER UP-KEEP OR PAINTING PROBLEMS!

And the difference in cost between STORMGUARDS and ordinary nails is so little!

TRY 'EM NOW!

FULL RANGE
OF SIZES



- Wood Siding Cat. No. S-205A
 - Cedar Shake Siding Cat. No. S-235
 - Asbestos Siding Cat. No. S-215A
 - Insulating Siding Cat. No. S-245
 - Hardboard Siding Cat. No. S-257S
 - Asphalt Shingle Roofing Cat. No. R-104A
 - Insulation Roof Deck Cat. No. R-1593
- (Extra long sizes for nailing roof deck to rafters)

Ready-Packed in handy 5 lb. and 50 lb. bulk cartons

WRITE FOR FREE CATALOG & SAMPLES

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____



"IT PAYS TO BUY MAZE"
W. H. MAZE COMPANY

PERU 8, ILLINOIS

BELLS



Suggested
Retail
\$2.49

INDOOR-OUTDOOR HOME BELL

Gleaming, polished
aluminum bell, with satin
black ship's wheel bracket.

THAT

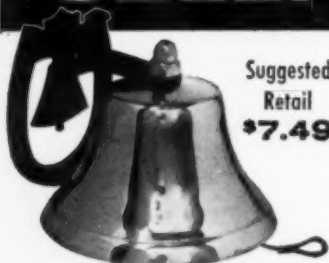


Suggested
Retail
\$4.95

BARBECUE BELL

Good luck horseshoe bracket, polished
aluminum bell with a clear, lasting tone.

SELL!



Suggested
Retail
\$7.49

PATIO-GARDEN BELL

Beautiful, fully polished brass bell
... a big seller everywhere, anytime.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range,
on all year 'round sellers. Perfect for
a hundred uses at home or away
... a big gift item.

Send for the Bevin Catalog



BEVIN BROS.
MFG. COMPANY
East Hampton, Conn.
Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.



Power Driver

The Black & Decker Manufacturing Co., Towson 4, Md., introduces a new power tool for the home-owner, the Power Driver. Weighing only 3½ lbs., the unit is driven by a B&D-built motor to deliver a full ¼ horsepower. It is mechanically and electrically engineered to perform operations such as trimming hedges, polishing cars, or finishing sanding; as well as sawing, drilling, or screwdriving.

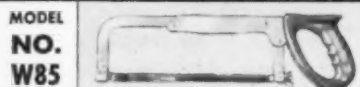
The Power Driver can be affixed integrally to any major B&D ¼" drill attachment to form a close-coupled assembly, balanced for comfortable, one-hand operation.

The Power Driver, including a ¼" geared drill chuck and detachable side-handle, is packaged for display. The unit is offered at a special introductory price of \$26.95 until December 26, 1958, after which time the retail price will be \$29.95. For more information—

Write in No. 779 on card, Pg. 111

Tri-Way Sprinkling Can

A Cream City sprinkling can with three pouring flows was introduced recently by the Container Division of Jones & Laughlin Steel Corp., Lebanon, Ind. The Tri-Way sprinkling can with interchangeable spray heads can supply a concentrated spray; a wide, gentle spray; or a full flow.



STOCK THE COMPLETE FORSBERG LINE
OF SWEDISH QUALITY HAND TOOLS

TWO FAMOUS BRANDS



Whale brand tools are the top quality tools of the Forsberg line which include hack saw frames and blades, band saw blades, hand drills and screw drivers. All handsomely packaged for display. Highest profit on every item.



Viking brand tools are lower priced Forsberg tools which nevertheless are dependably made for long service life. Line includes hack saw frames, keyhole saws, coping saws, screw drivers and hand drills.

Send for new catalog today

Forsberg

over 45 years of manufacturing experience
THE FORSBERG MFG. CO., BPT., CONN.

REPRESENTATIVES:

Fry-Holbrook & Co., 1429 Peachtree St., N. E. Atlanta 9, Ga.
H. A. Varner Associates, 1401 Cranway Dr., Houston 24, Texas.

PROFIT and PROLON start together!



PROLON...

the only completely decorated melamine dinnerware...gives you a pattern for every taste.

"A pattern on every piece" is a PROLON sales story a prospect finds hard to resist. And what lovely—and lively—patterns they are! Each is fashioned to a definite American "mood". "Oriental Poppy" is styled to Classic tastes; "Granada" strikes the Traditional note; "Choraleer" is brightly Modern; and "Regatta", tastefully Abstract.

Take the fresh, glowing colors of these patterns, the gleaming, translucent-white Melmac®-quality melamine, the award-winning style, and you know why PROLON'S decorated Florence line is the fastest-rising seller in melamine dinnerware. To complete the picture, add the vivid colors of Florence Plain and the unmatched value offered by high-styled, low-priced Beverly and you have the complete melamine dinnerware "package". Look into PROLON—it's priced for profit in every range...in open stock or in sets.

PROLON

DIVISION

Pro-phy-lac-tic Brush Company, Florence, Mass.
REPRESENTATIVES: Robert Fowler, 4138 Winthrop St., Sarasota, Fla.
Van Brauman & Co., 2011 Cedar Springs, Dallas 1, Tex.

ROYAL offers a new ELECTRIC hardware store guide to **BIGGER WIRE SALES**



Leading hardware dealers build their electric departments around the Royal line of flexible and portable cords. You, too, can profit by the customer confidence and acceptance Royal has earned by its high quality and dependability. Catalog 4-57-8 shows the wire types and sizes best suited to hardware store merchandising.

CATALOG 4-57-8 SHOWS rubber and plastic jacketed portable cords • lamp cords • thermostat cables • heater cord • bell wire • TV and FM lead-in wire.

CATALOG 4-57-8 HELPS with easy-to-read tables, and simple, clear product uses and descriptions.

CATALOG 4-57-8 REMINDS you of the big-demand cords and wires you need to serve your customers.

WRITE US FOR THIS HELPFUL CATALOG
— or order **ROYAL QUALITY CORDS** from your wholesaler **TODAY!** Royal Electric Corporation, Pawtucket, R. I.

Made RIGHT . . . to be RIGHT on the job!

See The Full Royal
Quality Line At The
Hardware Show
Booths

528 - 529



ROYAL ELECTRIC CORPORATION
an associate of International Telephone and Telegraph Corporation
PAWTUCKET RHODE ISLAND
Manufacturers of WIRE • CABLE • CORD SETS • FUSES • WIRING DEVICES

Hoosier Tarpaulins



offer you:

FINEST QUALITY

1 Hemmed on all 4 sides with reinforced grommets every 3 1/2' to 4' apart placed in triangular patches. Double lock stitched seams, individually packaged.

FASTEST SERVICE

Same day shipment from stock including 25,000 Tarpaulins in 42 popular sizes and 5 **2** different weights.

LOWEST PRICE

3 The best Jobber-Distributor prices on the market for top quality Tarps.

TRUCK FREIGHT PREPAID

on all orders of \$100 net or more anywhere in the U.S.A. **4**

FULLY GUARANTEED

5 to give complete customer satisfaction or money back.

Write for your copy of Hoosier's complete catalog and Jobber-Distributor price list now.

Increase your Sales and Profits With America's Fastest Selling Brand

Hoosier

TARPAULIN & CANVAS GOODS CO., INC.

Dept. HT—1302 West Washington Street
Indianapolis 6, Indiana
Telephone: MEIrose 2-9451

To: Hoosier Tarpaulin & Canvas Goods Co., Inc.
Dept. HT—P. O. Box 574
Indianapolis 6, Indiana

Please send me Hoosier's complete catalog and Jobber-Distributor price list so that I may increase my Tarpaulin sales and profits.

FIRM NAME _____

STREET ADDRESS _____

CITY _____ STATE _____

ATTENTION MR. _____ TITLE _____

The sprinkler is equipped with an extra screw base which holds in place the spray head not in use. A rounded grip facilitates handling. Both the leakproof, galvanized sprinkling can and its unbreakable plastic spray heads are impervious to weed-killing solutions.

The Tri-Way sprinkling can is available in six-, eight-, 10- and 12-quart capacities. For more information—

Write in No. 780 on card, Pg. 111

Sealing Compound

"Re-Seal," a scientific compound for sealing various kinds of water, gas, and steam leaks—car radiators, heaters, motor blocks, home hot water tanks, pipe joints and gaskets—is introduced by Reardon Products, 305-07 Cass St., Peoria, Ill.



Compounded of copper, bronze and lead, Re-Seal is non-clogging, will not drain out of radiators and tanks, and works in any anti-freeze, according to the manufacturer. The manufacturer offers to replace free of charge any package that does not give complete satisfaction.

For retail sales, 12 packages of Re-Seal are attached to a counter display card which contains suggested uses of the compound along with instructions for various uses and a glass vial of Re-Seal in solution demonstrating the metal action. For more information—

Write in No. 781 on card, Pg. 111

For information on

DEALER SALES AIDS

See page 88



MORE SATISFIED CUSTOMERS

WITH



Whether a customer has a simple or serious clamping job, sell him B&C. He is sure to obtain better results and you'll have a happier customer. The B&C wide selection of "C" clamps, high quality and budget price means extra, fast profits — more satisfied customers. B&C is the profit line to stock and feature!

CARRIAGE CLAMPS

140 SERIES



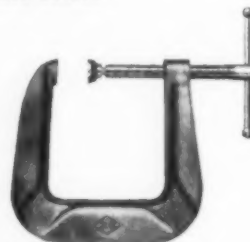
SUGGESTED RETAIL

1"	28c*	4"	\$1.62
2"	38c*	5"	2.20
2 1/2"	74c*	6"	2.50
3"	80c*	8"	3.74

* Nickel Plated

DEEP THROAT CLAMPS

250 SERIES



SUGGESTED RETAIL

1"	52c	2 1/2"	\$1.08
2"	76c	3"	1.44

BOTH STYLES FEATURE

- Balanced Vise Type Handles
- Standard V threads and Acme Stub Threads on Larger Sizes.
- Rocking Swivel Pads
- Seats Ground Square
- Natural Finish
- Protective Oil Coating



Compare B&C For
Price And Profit.
See Your Jobber
Or Write

THE BRINN & COTTON MFG. CO.
37 POLAND STREET • BRIDGEPORT, CONN.

Canvas Creels

Designed to carry considerable tackle as well as fish, the largest of three new Compac canvas creels offered by Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif., has an automatic snap-open snap-closed top.



COMPAC CANVAS CREEL #F395

It features three snap pockets on the front plus a ventilated fish pocket, salmon egg jar holder, and landing net ring, and is made of rubberized canvas. A prominent tag is attached which guarantees that the creel will hold 30 lbs. of tackle and/or fish. Catalog number is #F395.

Two other canvas creels are offered also: #F396 of plastic-lined canvas with automatic snap-open snap-closed top, three snap-fastened pockets and a full zipper pocket; #F399 of typical single pocket canvas creel construction.

The creels are volume priced. For more information—

Write in No. 782 on card, Pg. 111

Water-Ski Tow Ropes

Polyethylene water-ski tow ropes in either laid or braided construction are announced by Columbian Rope Co., Auburn, N. Y.

The laid construction has a break-



ing strength of approximately 1100 lbs. while the braid's breaking strength is slightly less. Each unit has 75 feet of 1/4" diameter bright yellow polyethylene rope attached to either single or double hardwood handles and is packaged individually in re-useable polyethylene bags.

The handles on the single bar units are covered with a vinyl material which acts as a cushion and helps to prevent the hands from slipping.

Columbian also has a 75 ft. of 1/4" diameter manila water-ski tow rope, the breaking strength of which is 600 lbs. It also is packed in a re-useable polyethylene bag and is complete with single or hardwood handles and a colorful plastic float. For more information—

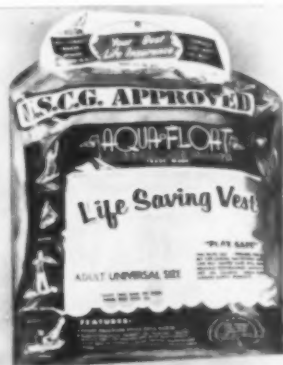
Write in No. 783 on card, Pg. 111

"Aqua-Float" Packaging

Style-Crafters, Inc., Greenville, S. C., is offering its line of "Aqua-Float" brand marine safety equipment in new packaging.

For the life preserver vest and jacket packaging, shown, a brightly colored "header" hang tag has been added to the package to permit the dealer to display his jackets and vests on peg board.

Even though Style-Crafters "Aqua-Float" U.S.C.G. approved cushions have soil and stain resistant covers, the company also has added individual, attractively printed plastic packaging to all its buoyant cushions.



Where they have a designed cushion, the printed area of the package is on the reverse side so the full color design shows on the other side.

Now, all Style-Crafters "Aqua-Float" brand life saving products—vests, jackets, ski belts, swim vests, and cushions—are available individually packaged. Each package has provision for pricing and each item shows stock number and U.S.C.G. approved number. For more information—

Write in No. 784 on card, Pg. 111



"Choice for Quality the World over for 70 years"

E-Z 5 gal. KNAPSACK SPRAYER

Finest knapsack sprayer made. Pump lever develops high pressure. Zinc-steel or manganese brass tank.



Many Other Styles and Sizes

SMITH BLIZZARD Sprayer



World's most beautiful sprayer. Solid copper tank. Pt. Qt.

NOTHING ELSE LIKE IT
PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

Send for Catalog

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"Originators of Sprayers"
Canadian Rep. G. L. Cohoon
1265 Stanley St., Montreal 2, Canada

Hamilton-Skotch

the BIG 1 source

1

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- The Original Skotch Kooler®
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 - Tackle & Utility Boxes
 - Porta File,® Check Files
- NATIONAL HARDWARE SHOW
Booth 64
Coliseum New York City

The HAMILTON-SKOTCH Corporation
11 East 36th Street, New York, N. Y.

END septic tank TROUBLES!

NEW FREE-ALL

100% ACTIVE...No Inert Matter
One Treatment Lasts 4-6 Months



- Most effective — One treatment prevents, frees tank clogging
- Easy — Just pour into toilet and flush
- Safe — Won't harm humans, animals, plumbing

Stock — display — order today!
G. N. COUGHLAN COMPANY
West Orange, N. J.

Mfr. of Chimney Sweep, Process 33, Oven-Aid Oven Cleaner, De-Moist, Easy-Aid Silver Cleaner

Tapatco HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

Mouli Shredder

The Mouli Julienne Shredder in a new merchandiser-package is announced by Mouli Manufacturing Corp., 91 Broadway, Jersey City, N. J. The display carton folds into a self-standing multi-colored merchan-



diser which shows off the kitchen aid against a display background that emphasizes the Mouli television demonstration.

The sales message highlights the utility of the shredder in preparing all types of solid and leafy fruits and vegetables, and the assortment of shredding blades which equip the Mouli Shredder for slicing, shredding, grating, and chopping.

The merchandiser serves as a backdrop for the shredder which is mounted on a pre-cut platform with its operating handle and four interchangeable blades. In addition, it is also an approved mailer and can be mailed without extra wrapping.

The new package is available at the regular retail price of \$2.98. For more information—

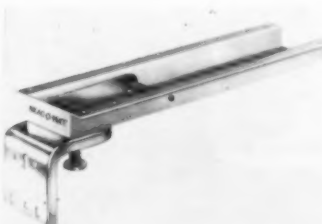
Write in No. 785 on card, Pg. 111

Mounting Unit

The Rival Manufacturing Co., Kansas City, Mo., is introducing the Brac-O-Mat, an under-the-cabinet mounting unit for all Can-O-Mat brand wall-type can openers.

Finished in satin-aluminum enamel with chrome trim, the Brac-O-Mat is quickly installed and is as permanent as the cabinet itself. It fits snugly against any wood cabinet. The channel length of the Brac-O-Mat is 10 1/2 inches. It is of steel construction and comes complete with screws and instructions for installation. Retail price is \$4.98.

The unit has a spring-action posi-



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FOR KENTUCKY, TENNESSEE
AND SURROUNDING TERRITORY

Leading Manufacturer of power lawn mowers would like to hear from men with power mower sales experience qualified to sell its complete line to retail garden supply hardware and implement dealers in Kentucky, Tennessee and surrounding territory.

Attractive salary and bonus arrangement. Car furnished. Write fully giving age, sales experience and reasons why you feel you can qualify. Interview arranged. Write Box 710, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 8, Georgia.

tive control for locking in the front or rear position. This feature permits locking the can opener in place for easy use. When not in use, it swings back out of the way.

A deluxe Brac-O-Mat also is being introduced. Available in choice of copper or triple-plated chrome finish, the deluxe model mounts permanently on any metal or wooden cabinet. Its positive action control locks the can opener in choice of four positions: front, back, right, or left. In either all chrome or all copper, it will retail for \$7.95.

The Brac-O-Mat also fits Rival's Ice-O-Mat ice crusher and other wall appliances made by the company. The deluxe Brac-O-Mat is custom-built to the specifications of virtually every brand name metal or wood kitchen cabinet. For more information—

Write in No. 786 on card, Pg. 111

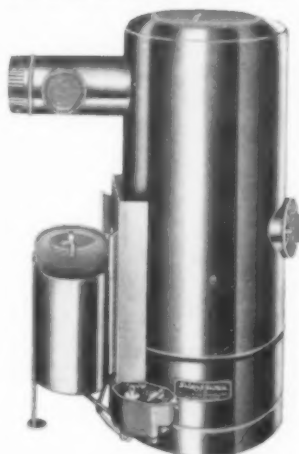
Featherweight Shotgun

The Model 12 Featherweight, a new lightweight version of the Winchester Model 12 shotgun, was announced by the Winchester-Western Division of Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y.

Weight of the gun averages six pounds ten ounces which is a full pound, or 14 percent, lighter than the standard Model 12.

The Featherweight features a simplified design, an aluminum alloy

RADIANT HEAT



with
**SILENT SIOUX'S
MODEL A**
Radiant Type
Oil Heater

AN IDEAL SOURCE
OF AUXILIARY HEAT
FOR LARGE AREAS
—EQUAL IN HEAT-
ING CAPACITY TO
ANY 8" BURNER.

Quality Heating Equipment for Over 35 Years

"Model A" is finished in dull black. Height—39½", Width—14¼", Depth with optional tank—23", Drum Diameter—14¼", Stack Diameter—5", BTU output—36,000. Equipped with Triplex Jr. Burner, Constant level control. Optional 4 gallon tank with baffle.

Silent Sioux also offers home space heaters, available in 50,000 and 75,000 BTU. For more information on Silent Sioux dependable heaters, contact your distributor or write to:

SILENT SIOUX CORPORATION

8635 W. College Ave.

Orange City, Iowa



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The Most Dramatic
PADLOCK PACKAGE
in the world...

Slaymaker

LOCK CO. LANCASTER, PA.

World's Largest
Producer of
Brass Padlocks



PICTURE HANGERS and Eyelets

500 MILLION SOLD

Repeats, Repeats, Repeats

Jiffy hangs pictures a revolutionary new way. On glass, tile, concrete, plaster. No Hammer! No Nails! No Cracked Walls. Holds 15 Lbs.

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U. S. Pat 7647711 & 2809001
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Sept. 29 thru Oct. 3, 1956
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JIFFY ENTERPRISES, INC.
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POUNDS**



Pkg.
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**MARKSMAN
PRODUCTS**



DART GAMES AND DARTS

Outstanding gift box—imported English tournament dartboards, double-sided with solid brass darts. 18" Dart Game with six 5" darts (model D-OT) \$5.95 retail.

OTHER ITEMS, SAME SUPERIOR QUALITY:

12" Dart Game with six 4" darts (model D-IR) \$3.95 retail.

18" Dartboard (model D-18) \$3.95 retail.

Set of three 5" darts (Cat. #D-5) 95c retail.

Set of three 4" darts (Cat. #D-4) 75c retail.



FIREBALL Y-B SLINGSHOT

\$2.95 retail, complete model F-Y8. Semi-automatic with push-button loading and dispensing. Outstanding gift box complete with sight, extra sling and pouch unit, indoor and outdoor shot, bullseyes and animal targets.



AIR PISTOL

\$6.95 retail, complete model MP. The weight and look of a real .45 all metal construction. Accurate and guaranteed. Gift boxed complete with BB's, Darts, Pellets and Targets. Shoots all three!

in our **12th** volume year!

WE PAY THE FREIGHT
WITH MAXIMUM TERMS AND DISCOUNTS.

see your jobber, or write for information to:



MARKSMAN PRODUCTS

A DIVISION OF

MORTON H. HARRIS, INC.

LOS ANGELES 25, CALIFORNIA

BOMMER Louver Door Gravity Pivots



Small and unobtrusive, these gravity pivots for pairs of dwarf louver doors are smooth-acting and fool-proof. There is nothing to get out of order. The hold-open hinge will hold the doors open at 90 degrees in either direction. When released, the doors will close smoothly coming to rest at dead center every time... ideal for entrances to dens, play rooms, home bars, kitchens and dining areas.

Low in price, these pivots are available in the usual plated finishes, in prime coat, which can be painted or stained to match the color of the door or trim, in dead black, and in sprayed brass or sprayed aluminum.

No. HO-1335
(With Hold-Open)
No. 1335
(Without Hold-Open)

BOMMER
SPRING HINGE CO. INC.
EXECUTIVE OFFICE AND PLANT: LANDRUM, S. C.

SALES OFFICES & WAREHOUSES—BROOKLYN: 263 CLASSON AVE.
CHICAGO: 180 N. WACKER DRIVE

trigger guard and a magazine assembly which makes it easier to load. A strong, simple take-down system enables the gun to be taken apart quickly, the manufacturer states. Barrels are said to be easy to interchange after original factory fitting, and it is not necessary to buy a magazine assembly and slide handle with each extra barrel, since these components remain assembled to the receiver when the gun is taken apart.

Barrel, receiver, breech bolt, and other critical parts continue to be fabricated from heat-treated chrome-molybdenum steel.

The Model 12 Featherweight will function reliably with all shotshell loads in 2¾" lengths. It will be of-



fered initially in the standard field grade—12 gauge only. Barrels available include 26" improved cylinder, 28" modified and full choke and 30" full choke.

Retail price is \$94.95. For more information—

Write in No. 787 on card, Pg. 111

Screen Manufacturers Elect New Officers

THE SCREEN Manufacturers' Association recently elected Frank L. Mason of the Southeastern Tool and Die Co. as president and Gene Katz of Warren Supply Co. as vice-president, according to an announcement from the organization.

George M. Schlosser, executive secretary of the association, announced that the association office was to be moved June 1 from 120 South LaSalle St. to 110 North Wacker Dr., Chicago 6, Ill.

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MOLLY

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SCREW ANCHORS and JACK NUTS

MOLLY CORP.
Reading, Pa.

FOOT VALVES

EIGHT SIZES . . .
many leading pump manufacturers use Strataflo as original equipment.

RUBBER POPPET

CLOG-PROOF STRAINER

NO SPRINGS

Won't Stick . . . Don't Leak

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

STRATAFLO PRODUCTS, INC.
FORT WAYNE, INDIANA

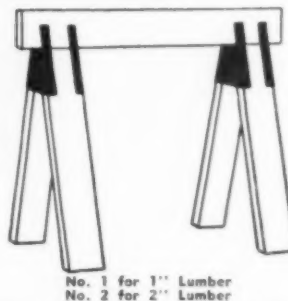
EASY TO MAKE — EASIER TO SELL!

Carson

Make Your Own

SAW HORSE BRACKETS

2 Styles or Sizes



Cash in on the already made sales for "Make Your Own" Saw Horse Sets, originated by Chas. O. Larson Co. Home craftsmen will buy several sets.

Attractively packaged and all hardware needed is included for the useful Saw Horse Set, with complete "easy to assemble" instructions.

Each set includes illustrated folder on "How to Use Wood Working Tools" for the amateur.

Sold through recognized distributors and jobbers or write for colorful literature on the Larson "Make Your Own" construction sets.

Also Manufacturers of BRIGHT WIRE GOODS AND DISPLAY HARDWARE

CHAS. O. LARSON CO.
STERLING • ILLINOIS



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

SEPTEMBER, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

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Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

SEPTEMBER, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

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_____	_____	_____	_____	_____
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Company _____	Page _____	Company _____	Page _____
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My Name _____ Position _____

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can help
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valuable
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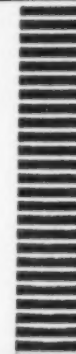
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Southern **Farm Equipment**

SEPTEMBER
1958

Winning Farmers
and Future Sales
Pg. 120



these Convertible Water
Systems are your

Fastest Sales-Closers!

DEMPSTER CONVERT-O-JET

A quality system for both
shallow and deep wells—at one
low price!

Dempster Convert-O-Jet lets
you close sales fast because it
offers a really top-quality
convertible water system
that answers all questions
and objections as to quality,
performance or price!

The Convert-O-Jet offers you both
durability and adaptability at a
low investment: Quick, easy
conversion from shallow well to deep
well operation without extra cost
except for the pipe and without
special tools; choice of thrifty $\frac{1}{2}$
or powerful $\frac{1}{2}$ HP ball bearing
motor; corrosion proof ejector and
nozzle; improved low-loss impeller;
top quality material and
construction throughout.

Dempster Convert-O-Jet will deliver to
835 gallons of water from a shallow well—
go down to 90 feet in deep well operation.



shallow well

thrifty $\frac{1}{2}$ HP
powerful $\frac{1}{2}$ HP



deep well

For the quality-conscious... **DEMPSTER Convert-O-Jetmaster**



Has the convertible features of the
Convert-O-Jet — and a patented
grit-filtering stuffing box for the
best possible seal. Available in $\frac{1}{2}$
HP or $\frac{1}{2}$ HP models. Slightly
higher price.



DEMPSTER MILL MFG. CO.

Beatrice, Nebraska

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BUSINESS BRIEFS

The Scope of Mechanization

The passage of a couple of centuries amounts to little more than a few ticks on the clock of history. Yet, in that relatively brief time this nation has changed its emphasis from agriculture to industry—with no loss of good things to satisfy with abundance the national appetite. In other words a mere 12% of the nation's population presently feeds itself and takes care of the needs of the other 88%. In colonial times, more than 85% of the people were engaged in farming. Thanks to machinery for virtually every production need, we continue to produce more and more with less and less manpower. And the end is nowhere in sight.

Machinery Investment

Nothing is more diversified in the U. S. than the nature of its farming—crops produced, size of farms, labor spent in production, and investment spent in land and equipment. A recent USDA report on farm costs lists 31 major types of commercial farms and 18 important farming areas. Farm size ranges from an average of 10 acres for poultry farms to 13,340 acres per sheep ranch in the Southwest. Total investments vary accordingly. Peanut-cotton farms averaged a total investment of \$10,530 in 1957, while the sheep ranches of the Southwest averaged \$177,770. Machinery and equipment investments ranged from \$1,800 for the peanut-cotton and poultry farms to almost \$17,000 on wheat-pea farms.

Changes in Dairy Industry

Over the past 30 years the regional pattern of milk marketing has changed moderately but significantly. In that period of time the South Atlantic and the West were the only regions that consistently gained an increasing proportion of U. S. total milk output. Their proportions of the total in 1957 stood at 7.5 and 12.1% respectively.

Production Turns Up

Good news for all levels of the trade is the marked increase in factory production of farm machinery and equipment. In March, the latest month for which figures are available, shipments of farm machinery and equipment and wheel-type tractors were up 51% in comparison with the average monthly value for the January 1954-December 1955 period.

► Farm Income

Farmers received about 13.8 billion dollars from marketings in the first six months of 1958, up 11% from a year ago. Prices averaged 8% higher and the volume of marketings was 3% larger. Production expenses were also higher, but only by 4%, not enough to offset the increase in gross income. As a result, farmers' realized net income in the first half of 1958 was at an annual rate of 13.3 billion dollars, a whopping 22% above the same period of 1957. Receipts from livestock and products were 9.1 billion dollars, 12% above last year. Crop receipts totaled 4.7 billion dollars, a 10% gain.

► Commodity Highlights

Crop output for 1958 probably will be as large as that of any previous year . . . planted acreage, however, at 330 million acres, is the smallest in 40 years . . . corn crop is forecast at 3.3 billion bushels, 5% above the 1947-56 average . . . production of all wheat is forecast at 1,343 million bushels, 73 million more than an earlier estimate and the second largest crop on record . . . an estimated 12,402,000 acres of cotton in cultivation July 1 was 12% less than in 1957 . . . tobacco production at 1,689 million pounds is 2% above last year, but 21% below the average.

► Mechanical Harvesting

The USDA reports that more and more cotton is being harvested by machines. Of last year's crop, 32% was harvested mechanically. This compares with 27% in 1956 and 23% in 1955.

► Farm Employment

At mid-year, about 8.6 million persons were at work on farms, about 1% under a year ago. Farm wage rates were about 2½% higher than in 1957. Heavy participation in the soil bank accounted for the decrease in the South Atlantic and South Central states.

► Farm Prices Paid

Though some items used in farm production have declined slightly in price, these have not been enough to offset higher prices for farm machinery, tractors, building and fencing materials. As a result, the index of prices paid for production items in mid-summer was about 5% above a year earlier.

► Changing Scene

While the U. S. farm population is decreasing--the total dropped nearly 2 million persons in 1956--the size of farms is increasing. Since 1940, average farm size has increased 40% and investment per farm has gone up 300%. Farm land values have shot up 40% in the last seven years. Only 12% of the population is engaged in farming, good evidence of the nation's continuing mechanization of agricultural operations.

NEWS HIGHLIGHTS

Williams Joins Staff of Oklahoma Company

APPOINTMENT of Paul C. Williams as assistant general manager, Modern Tractor & Supply Co., Oklahoma City, was announced recently by Carl A. Marmont, vice-president and general manager.



Paul C. Williams

Williams has served as sales manager for a number of years with the Ford Tractor distributorship in St. Louis, Mo.

B. G. Hufty and Fred Schlobohm were appointed special representatives, according to S. J. Fanning, sales manager. Both Hufty and Schlobohm previously were associated with the Ford Tractor distributorship in St. Louis.

Dallas Club Awards Land Evaluation Contestants

A DOZEN TEXAS youths are proudly wearing wrist watches presented to them by the Dallas Hardware and Implement Club for their high individual scores in the state's annual land evaluation contest.

The contest is conducted at College Station under supervision of

Jack Barton, soil and water conservation specialist, extension service, Texas A. & M. College. This year C. A. Wright, of the Dallas branch of Minneapolis-Moline, represented the club when the watches were presented.

R. W. Wilson, secretary-treasurer of the Dallas Hardware and Implement Club, reports that Barton has observed much more interest over the state in the land evaluation contest because of the annual presentation of wrist watches to winners.

Winners in the individual contest are from nine different counties. Twenty teams were entered in that classification of the com-

petition. Individual winners, home counties and scores are:

Donald Persyn, Bexar, 440; Raymond Duncan, Marion, 436; Lynn McDonald, Brisco, 435; Jimmy Mosley, Madison, 434; Jerry Setliff, Foard, 432; Jesse Holloway, Hale, 403; Pat Scarbrough, Hale, 402; David Diehl, Ward, 392; Dwight Harkey, San Saba, 390; Robert Peterson, Starr, 389; Harvey Persyn and Gene Van De Walle, Bexar, 383 and 375.

Other Dallas Hardware and Implement club officers are Harold Hunter, president, Goodyear Tire and Rubber Co., and F. C. Steadman, vice-president, Southern Supply Co.

CONVENTION DATES

Southern Farm Equipment Manufacturers, Sept. 3-5, Castle in the Clouds Hotel, Lookout Mountain, Tenn.

National Retail Farm Equipment Association, October 13-16, Sheraton-Jefferson Hotel, St. Louis, Mo. Executive Director, Paul M. Mulliken, 2340 Hampton Ave., St. Louis 10, Mo.

Alabama, Nov. 20-21, Thomas Jefferson Hotel, Birmingham, Ala. Secretary, F. A. Kummer, Box 630, Auburn, Ala.

Carolinas, Jan. 25-27, Hotel Wade Hampton, Columbia, S. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

Deep South, Nov. 29-30, Hotel Monteleone, New Orleans, La. Secretary, John J. Crawford, 1407 Murray St., Room 206, Alexandria, La.

Florida, Nov. 7-9, Ft. Harrison Hotel, Clearwater, Fla. Secretary, Allen Hutchinson, Box 3066, Orlando, Fla.

Georgia, Dec. 1-2, Dinkler-Plaza Hotel, Atlanta. Secretary, Joe F. Pruett, 550 Riverside Drive, Macon, Ga.

Kentucky, Nov. 13-14, Kentucky Hotel,

Louisville, Ky. Secretary, Ernest L. Clark, 628 S. 6th St., Louisville 2, Ky.

Mar-De-Va, Feb. 16-18, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

Mid-South, Jan. 19-20, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

Mississippi Valley, Dec. 9-10, Sheraton-Jefferson Hotel, St. Louis, Mo. Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

Oklahoma, Feb. 22-24, Skirvin Hotel, Oklahoma City, Okla. Secretary, William B. Ruxlow, 512 Midwest Bldg., Oklahoma City, Okla.

Texas, Jan. 11-13, Statler Hilton Hotel and Memorial Auditorium, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

Tri-State, Feb. 8-10, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

Virginia, Feb. 1-3, John Marshall Hotel, Richmond, Va. Secretary, David Raine, Suite 6, Mutual Bldg., Richmond, Va.

It's great to be

...with a whole NEW WORLD of POWER

Another complaint-free call-back . . . another compliment-filled field report . . . another happy new IH customer! You bet, it's great to be an International Harvester dealer with the newest, mightiest, most useful line of farm tractors and equipment ever built!

Every farmer is a prospect for one of these great new Farmall® or International® tractors! No matter what he wants, in the 10 to 60 hp range, there's an IH tractor that's the unquestioned leader of its class!

And when it comes to matching tractor power and implements to today's farming needs, nobody can beat an IH dealer. He has more basic tractor power sizes . . . more crop-matched models in each size. He

can offer *new faster hitching for 3-point implements with 2 or 3-point Fast-Hitch . . . many new McCormick 3-point implements that work perfectly with any 2 or 3-plow, 3-point hitch tractor.* He can offer more advanced tractor features like new IH Multi-Range 6-cylinder engine, new Tel-A-Depth implement control, Torque Amplifier, Traction-Control, and many other IH exclusives.

Never in International Harvester history have IH dealers had a tractor and implement line so new, so versatile, so outstanding by every yardstick of performance and value. This new world of IH power is the key to increased sales and profits for *all* IH dealers.



INTERNATIONAL HARVESTER

an IH dealer

and EQUIPMENT





Charlie Simpson, left, and Roger Wallace, both ex-farmers, comprise the effective equipment sales team for Clift-Smith Co. of Chattanooga, Tenn.

Experience has taught these salesmen that calling successfully on the farm trade requires a good deal more than high-powered persistence

By C. L. Lorentzson

Here's How to Win Farmers

CHARLIE SIMPSON and Roger Wallace, top farm equipment salesmen for Clift-Smith Co., Chattanooga, Tennessee, sold 55 tractors last year, about half of what they once sold during "normal" times. If things continue to break as they have so far, they'll exceed that number this year.

They are an unbeatable sales team. Each has had 15 to 20 years experience in farm equipment, as well as a stint at farming before that. Though business may not be what it was three or four years ago, they appear certain that they

will get their share of the business.

How do they do it? What selling qualities have they that other salesmen should think about?

Simpson gives the usual reasons why Clift-Smith enjoys a long-standing reputation for sales in the area. "We have one of the best lines of farm equipment to sell, a good shop for fast and efficient service, and an old, established firm, probably over 50 years in business," he said.

Here's how they operate, according to Simpson:

"There are two of us selling

farm equipment exclusively. One of us goes out regularly to call on farmers, while the other stays in. We stay close to every sales prospect and work together in listing equipment on his farm, exchanging notes on developments concerning a sale. If we don't make a sale when a prospect first comes into the shop, one of us visits him frequently thereafter to keep his interest alive and show him we're interested.

"Both of us were farmers before we got into the farm equipment business," Simpson continued. "I



Friendliness and low-pressure selling are probably the two most vital characteristics of the Simpson-Wallace sales team. Above, Wallace "shoots a political breeze" with a regular farmer-customer from neighboring Georgia. Under-



taking serious discussion on the trade value of that 230 tractor with post-hole digger attachment, above, are (l. to r.) Simpson, the Georgia farmer, and Wallace. The tractor attachment has been a fast-selling item for both



Over \$30,000 worth of used equipment was on hand in Clift-Smith's yard when the above photo was taken in 1952. During "good" years, the yard filled up with traded items re-



sulting from sale of new units. As shown above, the yard today holds little more than \$3,000 in used equipment, a condition which virtually challenges salesmen's ingenuity

and Influence Future Sales

was in truck and cotton farming. Wallace was a general farmer and had some cattle also. This experience helps us in selling. We know how to show a personal interest in the farmer's problems, no matter what kind of farming he's doing. We know what crops are growing well and what they will bring. We both can talk cattle farming with the best of them, and, of course, as farmers, each of us has had all but to tie a tractor together to keep it operating.

"In fact, not long ago, a farmer called me up with an emergency repair job on his tractor, and we brought it in to the shop and he and I tore that tractor down, fixed it, and put it together again in one day!" said he.

Wallace interjected at this point: "You've got to sympathize with the farmer if you are to sell him equipment when times are rough. You've got to know when he's getting a lower price for his produce or cotton than he got the year before. If tractor prices go up when garden and truck prices are going down, you know the farmer will have a harder time buying a new tractor, and you talk to him accordingly," he continued.

"For instance, a new tractor cost only \$700 to \$800 a few years ago; now, it sells for \$2,200. With corn at \$1 a bushel in 1940 and selling now for only \$1.25 a bushel, most anyone can understand why the farmer is going to have a tougher

time buying that tractor," Wallace explained.

"If cattle and hogs have been way down (as they have), it's not hard to figure the trouble the farmer is going to have trying to buy a \$5,000 tractor. He will appreciate your understanding his problem, and in this spirit, probably will listen when you offer him a good deal in used equipment," he continued.

Clift-Smith serves parts of Tennessee, Alabama, and Georgia. Where Tennessee is made up of good-sized farms, Alabama and Georgia farms are mostly of the

40-acre type, Simpson then volunteered.

Friendliness is one of the most important sales tools you can have, these salesmen say.

"The farming class of people are just about the finest type you will ever meet," said Simpson. "They're honest, friendly, mighty good at serving home-cooked meals for hungry salesmen, and will often give us a bushel of potatoes or a few watermelons to take home."

Added Wallace: "They appreciate your calling on them, whether

(Continued on page 136)



Here's a pictorial example of Simpson's persistence paying-off. The farmer preparing to drive off with his new tractor on his truck actually had driven in to pick up a repaired model. A parting offer by Simpson, slightly reduced to offset new value of the repaired job, resulted in spot sale of the new tractor

THE RED BRAND[®] LINE

First Choice of Farmers Who Know

On the farm...

Farmers who know good fence choose Red Brand. It's Galvannealed[®]. This exclusive Keystone process fuses zinc into the copper-bearing wire for permanent protection against rust. No wonder farmers consider Red Brand a lifetime investment! Attractive Red Brand fence is easy to erect and splice. Erected, it firmly resists livestock abuse. There's no restretching. Red Brand is clearly identified as the best fence by the top red wire and the new metal roll sign.

Red Brand Barbed Wire is another fence favorite featuring the famous Red Brand quality. The red barbs, as well as the wire, are Galvannealed to provide cost-cutting service. Keystone also features a lightweight economy barbed wire.

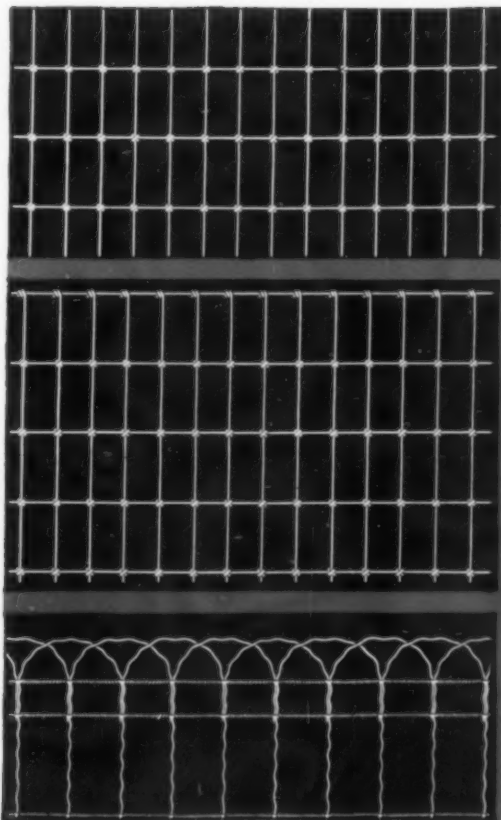
RED TOP[®] POSTS. Fence is built for keeps with Red Top[®] steel fence posts. These good-looking posts, made of tough, resilient rail steel, are T-shaped for added strength. A baked-on aluminum finish stops rust. The post is held securely in ground by an easy-driving anchor plate.

KEYLINE[®] POULTRY NETTING. It's so easy to stretch Keyline because extra line wires keep an even pull throughout the mesh. This netting with the "reverse twist" weave stays flat and smooth—goes up good and tight. Bottom hugs ground, top is straight. Mesh is heavily galvanized to resist wear and weather. Keyline comes in a variety of sizes, in 50 or 150-foot rolls.

The Only Fence Line that Sells on Sight



KEYSTONE BALER WIRE. Never a broken bale with this high quality uniform wire. Works well in any automatic baler. The wire is annealed to guarantee correct softness. Perfectly coiled Keystone baler wire feeds evenly under the toughest baling conditions. Produced to A.S.A.E. standards.



In the yard...

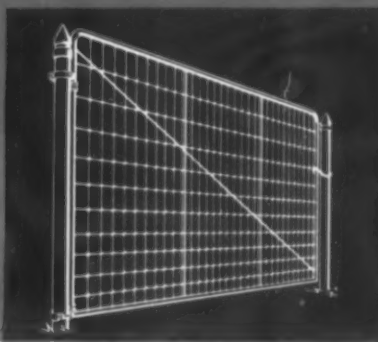
NON-CLIMBABLE FENCE. A lawn fence designed for contemporary living. Accents the horizontal, flattens the vertical lines of any style of home. The wires, spaced just right to assure protection, are Galvannealed for long-lasting beauty. This attractive fence safeguards children, discourages trespassers and establishes boundary lines. Comes in 36", 40", 48", 60", 72" and 84" heights.

PRIM TRIM FLOWER BED BORDER. At last, up-to-date beauty for the garden! Prim Trim is smartly styled to harmonize with modern landscaping. Wires have a bright Alumannealed* finish that won't diminish with wear and weather. Comes in 20" height; 25, 50 or 100-foot rolls.

* TRADEMARK

KEYSTONE ORNAMENTAL FENCE. A beautiful lawn fence of bright, heavily galvanized fabric. Low in cost and easy to erect. The crimped wire is symmetrically curved along top of fence for added beauty. Available in standard and light weights.

KEYSTONE GATES. Ornamental and Square Deal gates are available in standard sizes or tailor-made to fit any opening. Fittings for wood, tubular or angle posts on order.



All-around Use...

KEYSTONE NAILS. Keystone features a complete line of nails, including these specialties: Keystone Furring, Ring Shank, and Drive Screw nails. Galvanized finish, blued or cement-coated. Nails are packed in easy-to-handle 50-lb. or 100-lb. cartons.

KEYSTONE STEEL & WIRE COMPANY PEORIA 7, ILLINOIS

A Complete New Line of John



The complete John Deere line also boasts Standard Tractors in the "830," "730," and "630" power sizes for grain and rice growers, as well as Utility models in the "430" and "330" power sizes. Shown here is the "730" Standard.

Deere Tractors...

Assuring Continued Leadership in Farmer Acceptance

Just what does this complete new line of John Deere Tractors mean to you, the man who sells them?

It means—as the John Deere franchise has meant year after year—that you have it in your power to show and demonstrate the most merchandisable power package in the agricultural field.

It means that you can point to something far beyond the ordinary in tractor design . . . design that is more modern and more functional—and looks it. It means that you can talk about power and economy and performance, and not mince a single word. It means that you can promise unsurpassed operating ease and convenience—and deliver all the way. It means that you can cite feature after feature that is exclusively yours to

sell . . . and that you can look your customer in the eye and talk quality in every sentence.

This complete new line of John Deere Tractors means that John Deere is determined to maintain and increase its acknowledged leadership in farmer acceptance . . . the traditional John Deere way of keeping faith with the dealer and helping the dealer to keep faith with his customer.

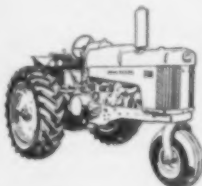


JOHN DEERE
MOLINE, ILLINOIS

"Wherever Crops Grow, There's a Growing Demand for John Deere Farm Equipment"

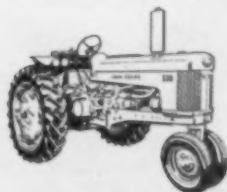
New 730 series

Here is full 5-plow power in one of the most popular tractor series. You have a choice of engines, and wide choice of front-end assemblies. Shown here is the "730" LP with single front wheel.



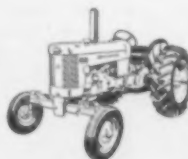
New 630 series

The new "630" Series offers full 4-plow power to take tough jobs in stride and to do high-speed, economical work on every job. Available with several choices of engines and front-end assemblies.



New 530 series

Here is full 3-plow power on drawbar, belt, and power take-off. Available with several choices of engines and front-end assemblies. Offers a work output capacity that measures up to many larger tractors.

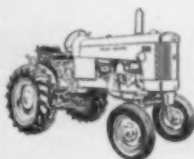


New 430 series

The 2-3 plow "430" Tractor offers thrift and mobility as well as an amazing capacity for fast, efficient work. Available with a choice of gasoline, LP-Gas, or All-Fuel engine, and in 8 wheel models and 2 crawler models.

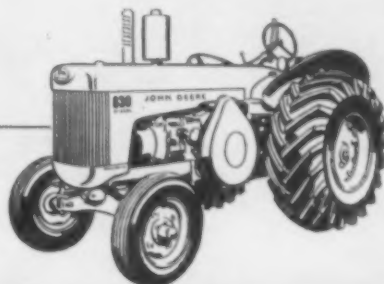
New 330 series

For all-purpose power for the small farm or an auxiliary tractor for the large farm. Economical to buy and to run, and having all the basic John Deere operating and performance features.



New 830 Diesel

The "830" Diesel carries on in the great tradition of previous John Deere Diesel models, offering an unmatched combination of power, speed, and outstanding fuel economy . . . plus a new high in operating ease and convenience.



Harvester's New Line



These Farmall tractors are part of Harvester's new line of 12 farm and commercial tractors. From left: Farmall Cub, Farmall 140, Farmall 240, Farmall 340, Farmall 460, Farmall 560

INTERNATIONAL Harvester Co. broke the wrappings on its "new world of power" recently, introducing to members of the farm press a new line of 12 Farmall and International wheel tractors in six power sizes and virtually unlimited number of models.

The new tractors, many new farm machines and implements, and a new line of equipment for commercial tractors were displayed for the first time at what was termed the biggest show in the history of the industry, staged at the company's Hinsdale, Illinois, experimental farm where the new IH Farm Equipment Research and Engineering Center, nearing completion, is located.

More than \$22 million was spent to put the new machines into production. But despite this outlay, the company expressed its determination that introductory prices should be competitive in the current market. Company President Frank Jenks stated that new model prices contain no increases in anticipation of higher steel costs, higher labor costs or other probable cost increases.

The largest increase on any model was \$200, while half the

A Staff Report

models were increased less than \$100. On a number of models the price hike was under \$50.

The press preview of the tractors and equipment was followed by seven two-day, and three one-day shows put on by a cast of 110 using 260 individual Farmall and International tractors and approximately 200 other pieces of farm and industrial equipment. Of the 11,600 people attending the introduction, nearly 8,500 were International Harvester dealers and sales personnel from every part of the United States and Canada.

The new line of tractors is in keeping with the trend towards greater capacity and more productive operations both on the farm and in industry. There are six-cylinder engines on the larger tractors; advanced styling; increased power in most models; special new operating features; a wider selection of gasoline, LP Gas, distillate, or diesel engines, and new power steering on more models than ever before.

There's more powerful hydraulic systems, Tel-A-Depth control of

equipment, a Visual Position Indicator for use with Traction-Control, three-point hitches, and a Fast-Reverser attachment for quickly changing direction of travel.

Big power in the Farmall line is furnished by the five-plow, six-row Farmall 560 and the four-plow, four-row Farmall 460 tractors. Both of these large tractors have new multi-range six-cylinder gasoline, LP Gas, distillate or diesel engines.

International Harvester's three-plow tractor is the Farmall 340, available with a four-cylinder gasoline, LP Gas, or distillate burning engine. The Farmall 240 is classed as a two-plow tractor with either gasoline or distillate engine. Smallest in the line are the one-plow Farmall Cub and the one or two-plow Farmall 140, the latter available with either gasoline or distillate engine.

International tractors, available in six power sizes, are designed to handle both farm implements and almost any type of equipment for industrial and commercial work.

Included in the International line are the Cub Lo-Boy with estimated 12.8 net engine horsepower; the In-

ternational 140 tractor, estimated 28 ehp; the International 240, estimated 38 ehp; the International 340 Utility, estimated 45 ehp; the six-cylinder International 460 Utility, estimated 61 ehp; and the work horse of the industrial wheel tractor line, the six-cylinder International 560 with an estimated 72 engine horsepower.

New Multi-Range six-cylinder engines are designed to handle efficiently a wide range of jobs from pulling trailers or mowing to heavy draft loads. The engine governor operates effectively over the unusual range of 600 to 1800 rpm, permitting shifting-up and throttling-back for lighter loads.

Smoothness in operation and freedom from vibration is attributed mainly to the inherent characteristics of six-cylinder engines, plus a counter-balanced crankshaft, and machined combustion chambers which provide accurately controlled volume in each cylinder.

Step-dome pistons, wedge-shape combustion chambers and angle of valves provide high turbulence and controlled combustion. This, combined with low-friction design, contribute to the high operating efficiency of the engine, the company states.

A new three-point, Fast-Hitch with Traction-Control for Category 1 implements is now available for two- and three-plow tractors. A new Tel-A-Depth hydraulic control enables the operator to select implement depth merely by positioning the control lever, implement depth corresponding at all times to the position of the Tel-A-Depth lever.

Internally - mounted pumps on the more powerful hydraulic systems of the larger tractors use the



The International 460 Utility tractor is shown here with the new International-Wagner front-end loader and Danuser rear blade



This five-furrow Farmall tractor, the 560, has an estimated 60 belt horsepower. It is available with gasoline, LP gas, distillate and diesel engines

same oil source as the transmission and differential, providing an unusually large reservoir and a help in cooling the oil. Extra-large filters, readily available for servicing, continually filter the oil during operation.

A new Visual Position Indicator is used with Traction-Control, the

exclusive IH feature of mechanically transferring implement weight to the tractor rear wheels to increase traction. It tells the operator when weight transfer is correct for implement and field conditions.

A new Fast-Reverser attachment that permits the operator to

(Continued on page 137)



These six commercial tractors are the International 560, 460, 340, 240, 140, and the Cub Lo-Boy

CASE® gives you today's *Case-O-*



Case-O-matic DRIVE® tractors
pull right up to full rated capacity...

not just a claim... but a demonstratable fact!

most dramatic tractor demonstrations...

matic DRIVE®

Doubles pull-power

without clutching...without shifting...without stalling

Full capacity is the "big gun" in the Case-o-matic Drive tractor selling story . . . and it makes a powerful and convincing on-the-farm or public demonstration. Put the prospect in the driver's seat of a Case-o-matic Drive 600, for example. Let him prove to himself how he can pull *four* plow bottoms . . . even in tough conditions . . . while other tractors can handle only three. Only a Case-o-matic Drive tractor senses the load . . . gives up to 100% more pull-power when needed . . . instantly and automatically. That's performance a farmer understands. And—when he discovers the almost unbelievable handling ease, driving comfort and versatility of a Case-o-matic Drive tractor—nothing less than Case-o-matic Drive 400, 600 or 800 will satisfy him.

The proof is right in the field. Case dealers everywhere report that the inevitable result of well-planned Case-o-matic Drive tractor demonstrations are more prospects and more sales.

Case-o-matic Drive tractors are hot—the top runners in today's best advertised and most heavily promoted farm machinery line. Write, call or wire today for information about franchise possibilities in your territory.



J. I. CASE

J. I. CASE CO.

• RACINE, WIS.

1st in Quality for Over 100 Years

PAGES MISSING IN

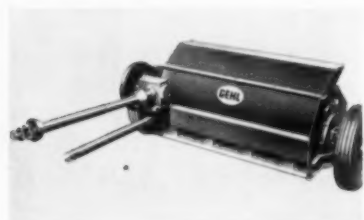
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NEW EQUIPMENT.....

Gehl Announces New "Clean-Cut" Shredder

GEHL BROS. Manufacturing Co., West Bend, Wis., is introducing its new clean-up tool, the "Clean-Cut" Shredder, which is priced to retail under \$500 with full mark-up.

It is designed to do year-round duty shredding corn stalks, cotton stalks and cover crops; cutting weeds, orchard prunings and clearing brush; topping sugar beets and other crops; clipping pastures and mulching straw after combining.



The shredder features heat-treated, overlapping knives with replaceable and reversible cutting tips that shred at 1750 rpm. The optional shear bar is adjustable. Other features include: partial offset drawbar; heavy, 3/16" shredder housing with full 5' shredding outlet; non-removable pto shield and easy, one-man hook-up.

New Idea Offers Multi-Purpose Rotary Cutter

A NEW MULTI-PURPOSE rotary cutter, No. 450, is announced by New Idea Farm Equipment Co., Coldwater, Ohio, which clips pastures, shreds and distributes crop residue, weeds, and vines, and demolishes brush and saplings up to 3 1/2" in diameter. A curved baffle plate and an adjustable rear safety door controls mulching rate and helps distribute material evenly.

The machine makes a 60" cut with four free-swinging blades: two sharpened cutting knives and two mulching blades. A parallel linkage suspension system keeps the cutter horizontal to the ground regardless of cutting height. Maximum cutting height is over 12 inches.

Gear box, drive shaft, and trac-



tor are said to be fully protected from shock loads by a disc-type friction clutch built into the rotor.

Allis-Chalmers Introduces New Mounted Corn Picker

A TWO-ROW mounted corn picker, the Model 17, is announced by the Allis-Chalmers Manufacturing Co., Milwaukee. The big capacity of the Model 17 is designed to match the power of the D-17 tractor, which the company introduced recently.

The Model 17 picker has numerous operator conveniences, the company states. Its under-slung design affords better tractor stability, easier attaching to the tractor, better vision, and all-around safety. Built-in mounting jacks permit one man to attach or remove the picker without heavy lifting. The divider, gathering snouts, and elevator are attached without complicated fittings.

Separate installation of the cleaning fan has been eliminated, since the fan is located at the base

of the wagon elevator.

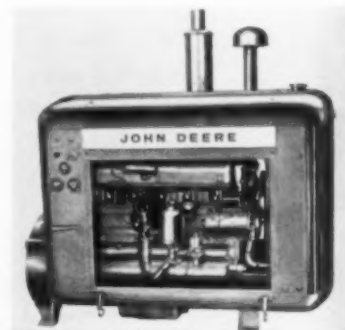
The Model 17 picker is equipped with quick adjustable stripper plates which reduce shelling to a minimum. The opening over the rolls can be regulated with a lever from the tractor seat to meet changing crop conditions.

Three-blade rotary feeders—one above each set of husking rolls—regulate and maintain uniform flow of ears across the rolls to help prevent slugging, speed trash removal, and assure cleaner husking.

The Model 17 picker features rubber-on-rubber husking. Each roll has rubber plugs which mesh with the recesses on the opposite roll to grip and hold husks being stripped from the ears.

John Deere Offers Three Stationary Power Units

JOHN DEERE is introducing a line of stationary power units, available in three power sizes, for irri-



gation and other uses. Included are the 73-horsepower 217 Series (shown); the 50-horsepower 145 Series; and the 29.3-horsepower 92 Series. These are maximum horsepower ratings for intermittent use, corrected to standard atmospheric conditions. All units are designed to use standard-grade gasoline.

Each of the power units is furnished with an SAE flywheel housing and flywheel, machined to provide easy attachment of pumps, direct drive, gear-reduction units, and other standard equipment. Valve rotators are regular equipment on the 92 Series, optional on the 217 and 145 Series engines.

The 217 Series power units are of six-cylinder design; the 145 Series engines and the 92 Series are four-cylinder.

Two Trailing Moldboard Plows Offered by IH

TWO NEW TRAILING moldboard plows, the McCormick No. 60 and 70 Series, with welded box-section backbone and fabricated plate



steel beam mountings, were announced recently by International Harvester Co.

The No. 70 Series is designed for tougher soils, heaviest trash, and plowing up to 12 inches deep. Twenty-four-inch fore and aft clearance, 27-inch vertical clearance and over-the-beam axle are said to provide the biggest working clearance on the market. The plows are available in three-bottom, four-bottom reducible to three, four-bottom, and five-bottom reducible to four-bottom sizes.

The No. 60 Series plow is designed for handling heavy trash

and plowing up to 10 inches and has 27-inch vertical clearance and 21 inch clearance fore and aft. This series plow is available in a three-bottom size reducible to two, three-bottom non-reducible, and four-bottom size reducible to three bottoms.

Both 60 and 70 Series plows are available with either spring-trip or rigid beams, and option of hydraulic cylinder or enclosed gear-type wheel power lift.

Other features include true trailing tail wheel, choice of spring-trip or rigid beams, option of hydraulic or mechanical lift, and

packed and sealed bearings that require lubrication only once each year.

A-C Tool Bar Provides Wide Implement Range

A TOOL BAR offering a wide range of mounted implements, including bulldozer attachment, for Allis-Chalmers HD-6 crawler tractors, is announced by the Farm Equipment Division, Allis-Chalmers Manufacturing Co., Milwaukee, Wis.



Display and sell HERSCHEL PARTS available to fit ALL MAKES of mowers and combines



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DISTRIBUTORS

R. C. Cropper Co., Macon, Georgia
Southern Supply Co., Dallas, Texas



Manufactured at the company's Oxnard (Calif.) Works, the HD-6 tool bar can be mounted interchangeably with various subsoilers, cultivators, listers, ditchers, furrowers, border ridgers, bedding discs and bulldozer.

It features special design in angular attaching of the side beam to the tractor at the pull point, which permits full range operation of the tractor's hydraulic rams with either front or rear-mounted too.

Allis-Chalmers lists its new tool bar with six bar combinations: an extra heavy 10-foot bar for deep working subsoilers and other heavy draft implements; a 15-foot bar

for big acreage implements such as coil shanks and chisel cultivators, and both single and double 130-inch and 168-inch long bars both 2¼ inches square which permits the user to utilize practically all wheel tractor deep tillage implements.

Henry Introduces Mark III Backhoe

UTILIZING a new type hydraulic swing cylinder giving a maximum continuous arc of swing of 200 degrees, the Henry Mark III Backhoe designed especially for crawler tractors, was introduced recently by the Henry Manufacturing Co., Inc., Topeka, Kansas.

In addition to the new type rotary swing cylinder, the backhoe mounts closer to the rear of the crawler tractor with a detachable mounting requiring only two pins. It digs to a maximum of 12'6" with a loading height of 8'6". The unit has two individually controlled hydraulic outriggers with a span of 9'8" for greater digging stability.



For quick response to operator touch the machine has a total of six hydraulic micro-honed cylinders centrally controlled by a 6-spool parallel circuit valve designed specifically for backhoe operation. The hydraulic system, having a capacity of approximately 15 gallons, embodies a gear type pump capable of pumping 23 gallons per minute at 1800 RPM. Operating pressure of the unit is 1500 psi.

There are 12 different large capacity bucket sizes, ranging in width from 12 inches to 38 inches, plus four different sized moles paw buckets for attachment to the new Henry Mark III Backhoe. In addition, a pipe pusher attachment rounds out the list of versatile attachments for the backhoe.

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Ford Offers New Line of Rotary Hoes

A NEW LINE of rotary hoes made available by Ford Motor Co.'s Tractor and Implement Division has freely rotating wheels each with 12 replaceable extra strong teeth.

The axles on which these wheels are mounted turn in self-aligning bearings so that flexing of the frame will not cause the axles to bind. The left hand wheels of each section are pinned on heat treated axles, to concentrate wearing action at the pressure lubricated white iron bearings, yet allowing wheels to revolve individually as conditions require. The individual sections of the lift type rotary hoes, from two to four units, are linked with pivoting joints and they are flexibly connected to a drawbar so they can follow ground contours and cultivate to a uniform depth.

One hitch with minor modifications is common to the two, three, four, and six-section models of the pull-type rotary hoes, permitting a farmer to add or subtract hoeing sections as desired.



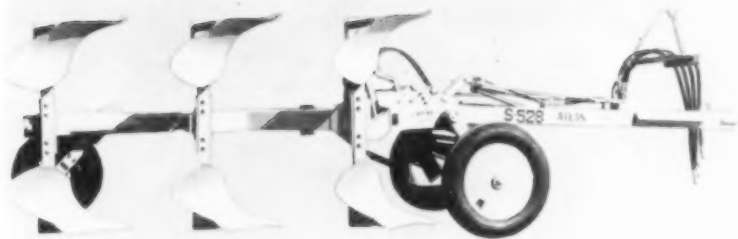
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New Atlas Plow Designed for Trashy Fields

A NEW ATLAS standard duty reversible two-way plow specially designed for plowing trashy fields is now available, the Atlas Scraper & Engineering Co., 6203 Maywood Ave., Bell, Calif., announced recently.

The new 3-bottom plow, designated the SL-3, features an extra wide clearance of 52½ inches between points, facilitating the passage of trash and providing plenty of room for installing coulters. In addition, all bottoms are set out

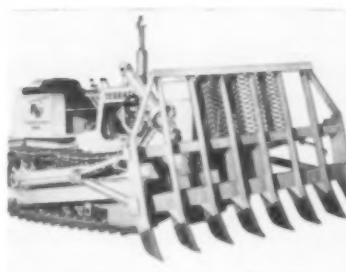
clear of the frame, giving unrestricted vertical clearance. Another SL-3 feature is the choice of cross spacing of the bottoms. By interchanging the Number 1 and Number 3 plow gangs, the cross spacing can be changed from 16 to 18 inches.

The SL-3 also can be converted to a regular standard duty 4-bottom plow. Like all Atlas standard duty plows, the SL-3 is completely hydraulically controlled. A vertical floating tongue keeps the plow at a uniform depth and the shares tilt down when entering and up when leaving the furrow; a new rotating

device rolls the plow to right or left and holds it in position for plowing or transporting. The SL-3 has a plowing range of from five to 16 feet deep and requires from 55 to 90 hp.

Brush Rakes Available for TerraTrac Dozers

HEAVY-DUTY BRUSH rakes designed to speed land clearing are now available as an interchangeable attachment for Case TerraTrac Model 800 and 1000 dozers, and the new Model 1000 tractor shovel with rear-hinged bucket,



W. R. C. Smith Publishing Co.

Department SH-9-58

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DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (Est. 1873)

according to J. I. Case Co., Racine, Wis.

Fabricated of heavy steel plate welded into a single unit, the rakes can be used in place of moldboard or power-angling and power-tilting dozers, or in place of the shovel bucket, and are operated with the same hydraulic system. Eight carbon-steel teeth are welded to box section to provide rigid construction. Ribs extend high above the frame to prevent brush from spilling over top and endangering tractor or operator.

Ford Tractor Realigns Three Departments

THE TRACTOR and Implement Division, Ford Motor Co., Birmingham, Mich., has realigned its advertising, sales promotion and merchandising departments under J. F. Pedder, assistant general sales manager, advertising and merchandising.

W. E. Butler continues as manager of the merchandising department which now consists of two sections, Sales Promotion and Merchandising. A publications and visual aids department also has been established with R. B. Williams as manager. L. E. Birger continues as manager of the advertising department.

How to Win Farmers and Influence Sales

(Continued from page 121)

they buy anything or not. They like to talk about everything . . . politics, the weather, their crops, and their equipment. They'll often talk to you 30 or 40 minutes about general things, and we make it a rule, if they want to talk, to talk to them."

Wallace continued: "There's no use being in a rush to sell them anything. One new Cub I sold a farmer for \$900 took over six months before the sale was completed. I went out to this farmer's place during the summer and talked to him about his equipment. I told him what I had in stock, and made him a price on this Cub. Then, we talked for an hour about farming in general, and I left. Six months later, he came into the shop and said he was ready to do some trading. I went back out to his farm to look over his old tractor again, gave him a \$600 trade-in

figure, and he took me up."

"But you don't sell them every time you spend a lot of time with them . . . at least, you don't always sell them right away," Simpson cut in. "Both of us went out to a customer's farm in the Cumberland mountains around 3 o'clock one afternoon. We looked at all of his equipment—machinery, tires, and implements—and checked out all of his moving stuff for wear and tear. We even took back some new parts he had bought from us and never used. Then, we sat down with him and drank coffee until around 5 p.m. We then got up, walked around the farm and talked until around 8 p.m. And, after all that time, we still hadn't sold anything!"

"This farmer had three of our tractors, and we were dickering with him to trade in two older ones for a new one. The only trouble with that was he had promised his farm boys a hay dryer and water pump soon. He also told them they couldn't have both the tractor and the hay dryer. We had a nice time out there, but we didn't sell anything. However, both of us feel we'll be making that sale soon," Simpson predicted.

Wallace then continued: "We keep individual cards on the equipment each farmer has and jot down any information we get—the age of the equipment, its general condition and repair record, the farmer's name, address, and telephone number. We pass these cards back and forth, declaring open season on all prospects, and the man who has the opportunity makes the sale, if he can. However, everything works out pretty evenly for both of us."

Simpson then went on: "It's best to have this arrangement between your salesmen because when a farmer gets the urge to trade, you don't want anything to stand in the way of his purchase. If he came into town to trade, asked for me, and I was out on the farm route, it would be senseless to request that he come back later when I might be there, just because I might have talked to him first about a deal. Wallace can handle the sale just as well."

Persistence is another necessary virtue in selling farm equipment. Simpson supplies a good example of this when he tells of the farmer who came into the shop for repairs on his old tractor. While waiting, Simpson started showing him a new tractor and quoting prices. The farmer said no. Then, he backed his truck to the loading

ramp and prepared to drive his repaired tractor up on the ramp to load it, having already paid for the repairs. Simpson then gave him a parting shot. He said: "Are you sure you don't want to haul away a new tractor instead of that one you've got? I can give you a little more on the trade to take care of the repairs you've received on your old tractor." The farmer thought that one over, got out and talked a while, and went home with the new tractor.

"You just never know when you'll make a sale, so it's good business to keep in there trying," Simpson said.

"To offset the drop in new tractor sales, we sold a lot of our used equipment last year," Wallace then pointed out. "I estimate we had over \$30,000 in used tractors and implements in our yard over three or four years ago. Right now, I don't think we have \$3,000 worth. With things as rough as they are, we knew many prospects who couldn't buy a new outfit, but could get by on the used equipment we had. We started selling these items."

A good salesman needs to know the working characteristics of his models, according to Charlie Simpson. "One man came in and wanted to buy our 200 tractor with pull-type plow," he said. "The farmer had used this type plow with the Super-C tractor. We advised him to buy our fast-hitch plow for the job, but he didn't think it would do what we claimed it would. We quoted a price and a trade figure, too. Finally, to get him to accept the deal, I told him I would unconditionally guarantee that the fast-hitch plow would do his work, and offered to take the tractor and plow back if it didn't. He came in a couple of weeks later to tell me that it worked beautifully. I've never been so tickled by anything!" Simpson declared.

It is of utmost importance to quote a fair price the first time, according to Wallace. "Some farmers want to dicker around with you before settling on a final price, but we've found that it is best to name your best price right away," he said.

"The majority of farmers coming in are shopping you. So, we make it a practice to make the fair price the first time. If we don't, he'll go out and someone will make a better deal and we lose the sale," Wallace explained.

"We don't lose money on tractors either. We bid a good price,

taking into account that we back our line up with a shop noted for miles around for its excellence, and a \$30,000 spare parts inventory. Since we consider these things in every sale, we make it a point to mention them in every sales talk."

Finally, these top-flight salesmen advise others not to apply high pressure tactics on farmers. "They'll resent it, talk about it to their friends, and all but write you off as far as buying your farm equipment is concerned," they both agreed.

Sales at Clift-Smith Co. so far this year have been about 25 per cent better than as forecast last year. "There are a lot of folks out of work which has hurt in one way and helped in another," Simpson pointed out. "Many of them are going out to their small farms and riding out unemployment. They're growing enough food to live well, but not enough to make any money. It's pretty good living, and it's already proven to be a good market for our Cub tractor. For instance, one kid hocked his new automobile and started in farming with one of our Cubs."

Simpson and Wallace both agree that the vital element in selling farm equipment is teamwork.

"Times never will get so bad that a good salesman can't sell something . . . if it's only goodwill . . . and the one thing better than a good salesman is two good salesmen working closely together."

Harvester's New Line

(Continued from page 127)

reverse direction of travel without shifting the transmission also is available for certain tractors. This attachment permits the tractor to reverse in any gear at speeds approximately 25 per cent faster than it moves forward, a real time saver in many operations, such as dozing and power loading.

Harvester points out that in addition to manufacturing tractors designed to handle almost any type of equipment used in farming, industrial, or commercial work, the company is now manufacturing three-point hitch equipment for use with any make of two- or three-plow tractors, in addition to two-point Fast-Hitch implements.

Tractors are being shipped to district sales offices and dealers, and will be shown to the public at special field days and dealer introductions in the near future.

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Rapidayton Division, Tait Manufacturing Co., Dayton 1, Ohio, has available a 32-page, illustrated manual on the selection, installation, and maintenance of its submersible pumps. The manual covers both two- and three-wire submersible systems, and also includes a detailed check chart of "trouble shooting" information. For more information—

Write in No. G1 on coupon below

Chicago Rawhide, Service Sales Division, Elgin, Ill., offers a folder which tells all about special fleet and service shop stocking cabinets and the special bonus Oil Seal Kit. For more information—

Write in No. G2 on coupon below

Massey-Ferguson Industrial Division, 1009 South West St., Wichita, Kansas, presents its line of industrial equipment in a colorful brochure, complete with action photos and specifications. Included are the new Work Bull tractors 202, 1001, 303, and the Fork Lift, as well as Davis loaders, backhoes, etc. The Work Bull and Davis products are described as

power-matched for profitable on-the-job production. For more information—

Write in No. G3 on coupon below

Dempster Mill Manufacturing Co., Beatrice, Neb., offers dealers an 8-page detailed Plantall Catalog. The Plantall is an adaptable tool for planting any type of row crop, with fertilizing attachments also available. For more information—

Write in No. G4 on coupon below

Crescent Plastics, Inc., 955 Diamond Ave., Evansville 7, Ind., offers a folder giving advantages, maximum depth recommendations, and detailed information for installing submersible pumps up through 1-hp and deep jet pumps with new semi-rigid Cresline-KL (Kralastic) pipe. For more information—

Write in No. G5 on coupon below

B. F. Goodrich Tire Co., Akron, Ohio, offers a 32-page product catalog that lists complete specifications and describes correct use and maintenance of agriculture tires for farm

and industrial use. In addition to providing inflation and load data for all B. F. Goodrich agriculture tires, the catalog carries helpful articles on liquid weighting of tractor tires, the use of wheel weights, mounting and demounting, maintenance, the use of tractor tire solution equipment and valve and accessory equipment. For more information—

Write in No. G6 on coupon below

Century Engineering Corp., Cedar Rapids, Iowa, offers a 5-point merchandising program to help the dealer in selling more sprayers. For more information—

Write in No. G7 on coupon below

Crown Dairy Supply Co., 323 W. College Ave., Waukesha, Wis., is offering a 12-page booklet entitled "How to Get the Most Service from Your Crown Milking Machine Inflation." The booklet deals with the various types of milking machine rubber—natural rubber, synthetic, or a combination of both. The primary causes of inflation deterioration are listed and discussed in detail. Also

For more information



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discussed is a new type of inflation remover developed by the company. For more information—

Write in No. G8 on coupon, Pg. 138

Wright Power Saw & Tool Corp., 410 S. Third St., Louisville 2, Ky., offers a 16-page, illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—

Write in No. G9 on coupon, Pg. 138

Wisconsin Motor Corp., Milwaukee 46, Wis., offers bulletin S-223 which describes all models of its powered equipment. For more information—

Write in No. G10 on coupon, Pg. 138

Peerless Equipment Co., Joplin, Mo., gives complete information in an illustrated folder on all portable-stationary models and sizes of all-purpose and small grain Roller Mills. For more information—

Write in No. G11 on coupon, Pg. 138

Claffey Machine & Manufacturing Co., Groveport, Ohio, has literature available on its power wagon unloaders which are available in canvas-apron or false end-gate models. Either model fits all farm wagons. The portable power unit may be purchased separately; all makes of hand unloaders can be converted to this unit. For more information—

Write in No. G12 on coupon, Pg. 138

Cole-Hersee, 20 Old Colony Ave., Boston 27, Mass., presents its electrical products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—

Write in No. G13 on coupon, Pg. 138

Allis-Chalmers Manufacturing Co., Tractor Group, Milwaukee 1, Wis., has available the following literature: the TL-1884 which covers the new Post Hole Digger for use with A-C wheel tractors; the TL-1861 which describes the Farm Loader now available for A-C farm tractors. For more information—

Write in No. G14 on coupon, Pg. 138

The Ferguson Manufacturing Co., Suffolk, Va., introduces its new power-driven cultivator, the Tilrova, as the answer to all crop cultivation. Dealers are offered a colorful 4-page brochure. For more information—

Write in No. G15 on coupon, Pg. 138

Flint & Walling Manufacturing Co., Inc., 379 Oak St., Kendallville, Ind.,

provides a catalog on its line of water systems. The company states that there are F & W models to meet all requirements exactly. For more information—

Write in No. G16 on coupon, Pg. 138

Century Engineering Corp., Farm Equipment Division, Cedar Rapids, Iowa, presents its line of all purpose sprayers in its 1958 sprayer manual. The manual is designed to help the dealer promote Century equipment and also gives a great deal of general information about spraying. It contains detailed specifications and is fully illustrated, including numerous photos of the equipment in action. For more information—

Write in No. G17 on coupon, Pg. 138

B. F. Goodrich Tire Co., Akron, Ohio, describes how equipment operators and owners can get maximum service out of off-the-road tires in a 52-page handbook now offered. Four factors in off-the-road tires, all within control of the equipment operator or owner, are discussed in the handbook. The factors are load, inflation, operating conditions, and tire care. The booklet also describes the company's complete line of off-the-road tires and carries data on load and inflation, weights and measures, tire specifications for 1957 motor graders, self-propelled scrapers, and tractor-drawn scrapers plus valve and rim information. For more information—

Write in No. G18 on coupon, Pg. 138

Iowa Fibre Products, Des Moines, Iowa, has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions which include the JD-100, fits A, B, G, GM, 50, 60; JD-200, fits M, MT, 40; Knocder No. 300 replacement cushions. For more information—

Write in No. G19 on coupon, Pg. 138

Ray Cunningham & Sons, Inc., 501 Gillette St., La Crosse 25, Wis., will supply full color folders and complete information on selling the Cunningham Hay Conditioner. For more information—

Write in No. G20 on coupon, Pg. 138

Universal Pulleys Co., 349 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—

Write in No. G21 on coupon, Pg. 138

Mid-West Forging & Manufacturing Co., 38 S. Dearborn St., Chicago 3, Ill., offers folder on its products which include spike harrow teeth, spring harrow and cultivator teeth,

rotary tiller tines, rotary cutter blades, etc. For more information—

Write in No. G22 on coupon, Pg. 138

Henke Manufacturing Co., Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—

Write in No. G23 on coupon, Pg. 138

Taylor Implement Manufacturing Co., Athens, Tenn., has available a catalog containing literature covering the complete Taylor-Way line, featuring subsoilers, disc harrows, disc plows, and disc tiller plows. Literature is also available on the new Taylor-Way offset harrows. For more information—

Write in No. G24 on coupon, Pg. 138

Brower Manufacturing Co., 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers and mills and poultry supplies. For more information—

Write in No. G25 on coupon, Pg. 138

Larson Machine Co., Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—

Write in No. G26 on coupon, Pg. 138

Gehl Bros. Manufacturing Co., West Bend, Wis., has literature available on its two pieces of optional equipment—the conveyor extension and the reversible apron—designed for addition to the Gehl self-unloading pto forage box. For more information—

Write in No. G27 on coupon, Pg. 138

Clark Manufacturing Co., Ather-ton, Mo., has literature available on its sprayers, ammonia applicators, and hydraulic cart for rotary hoes and harrows. For more information—

Write in No. G28 on coupon, Pg. 138

Commercial Credit Equipment Corp., 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—

Write in No. G29 on coupon, Pg. 138

Henry Manufacturing Co., P. O. Box 521, Topeka, Kansas, offers a three-color folder picturing and describing in detail its new complete line of loaders, tractor shovels, and backhoes. Information on other equipment manufactured by the company is presented also. The folder is punched to fit a standard 3-hole loose-leaf binder. For more information—

Write in No. G30 on coupon, Pg. 138

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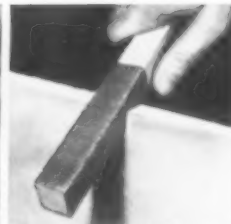
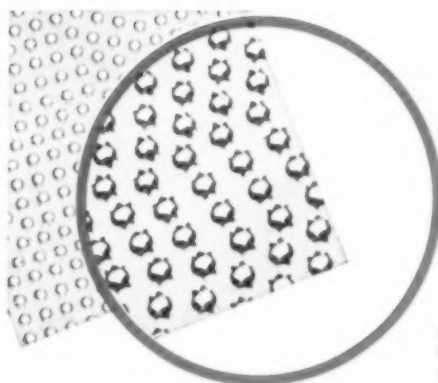
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DRAGON-SKIN PRINCIPLE: CUTTERS NOT GRITS. Steel sheet is punched to form thousands of cutters that carve away work—smoothly, evenly,

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Dragon-Skin

A Rip-Snorting Sales Sensation!

**New Steel Sandpaper Sells on Sight
... Outsellis All Predictions**

"I move a display box in 4 or 5 days . . . have to order 6 or 7 cartons a week," says one West Coast dealer. "Re-ordered 4 times in about 2 months," says another. And a Midwestern retailer reports: "Dragon-Skin is one of the best turnover items I've ever stocked . . . it all but leaps off my counter!" Why? Because Dragon-Skin is an "all appeal" item. It's an easier, faster way to sand, rasp, shape and smooth hard and soft woods, plastics, soft metals. It zips off old paint. It *won't clog* like sandpaper. And, it's priced for fast "pick-up" buying . . . 75¢ complete with holder, 25¢ for single sheets.

Pictures on this page show why handy, versatile Dragon-Skin can set your cash register ringing, too. Check your stock—and call your Red Devil jobber, today!



MORE THAN 13 MILLION PEOPLE see Dragon-Skin advertised in Saturday Evening Post, Better Homes & Gardens, Popular Science, Popular Mechanics, Mechanix Illustrated. News mats and other hard-hitting tie-in promotion materials are available from Red Devil. Write today!

See us at Booth #583 National Hardware Show.



EYE-CATCHING DISPLAY BOX is colorful, compact, offers Dragon-Skin complete with holder and in individually-packaged sheets. Get fast extra sales by putting the individually-wrapped units in your window or bins. Perfect for peg-board or counter, too.



NEW A-N-I-M-A-T-E-D DISPLAY is a real traffic stopper, ties in your store with nation-wide publicity and advertising. Phone your jobber to learn how you can get it.

5 WAYS TO CASH IN ON DRAGON-SKIN

	Your Cost	Your Selling Price	Your Profit
A21 Counter Merchandiser —½ doz. Red Devil 9-S Holders each with 4 1/2 x 5 sheet of Dragon-Skin plus ½ doz. individually boxed sheets Dragon-Skin—No. DS-1. Weight: 3 lbs., 8 oz.	\$3.60	\$6.00	\$2.40 40%
No. 95 —Display box of 1 dozen Red Devil 9-S holders each with 1 sheet Dragon-Skin. Weight: 5 lbs., 13 oz.	.45	.75	.30 40%
DS1 —Display box of 1 dozen individually boxed sheets Dragon-Skin—No. DS-1. Weight: 1 lb., 6 oz.	.15	.25	.10 40%
DS7 —full size (9" x 11") individually packaged sheets 1 dozen in display box.	.60	1.00	.40 40%
DS4 —1/3-sheet size for oscillating sanders individually packaged, 1 dozen in display box.	.30	.50	.20 40%

Red Devil Tools

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Master

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SELF-SERVICE DISPLAY CARD

No. 22-D

**For use on peg boards
and in counter bins**

MASTER's popular, fast-selling No. 22 padlock is now pre-packaged on a unique, fast-selling INDIVIDUAL DISPLAY CARD specially designed for self-service sales, at no increase in price!

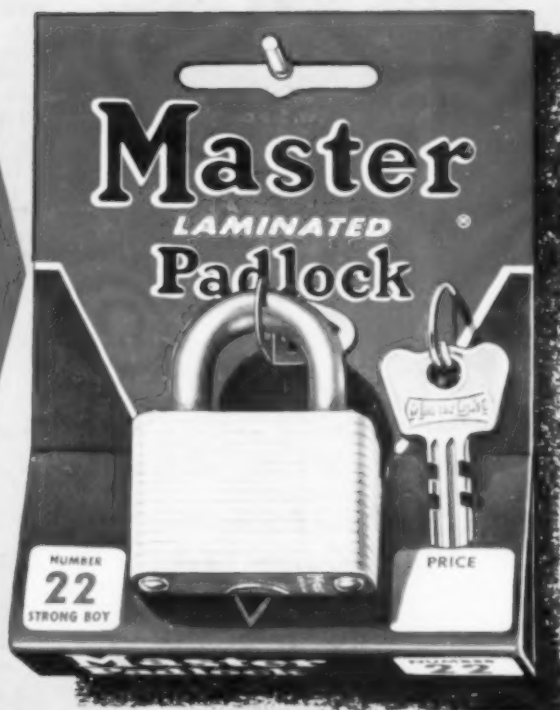
MASTER has developed this new and different card with attractive EYE APPEAL to promote impulse sales by displaying the padlock openly, enabling the customer to see and examine both padlock and keys.

The sturdy, reinforced card, with metal bracket, can be used as a display on peg-boards, in bins, or hung from any merchandiser or wall bracket.

NOTE: MASTER's individually-boxed No. 22 will be continued as before, so when ordering you can choose whichever you prefer — either in a carton (No. 22) or on a card (No. 22-D).

Make sales faster with
Master Padlocks

EVERY ONE AN OUTSTANDING VALUE



**Attractive and colorful display card
3 1/8" x 4". Packed 6 to a carton. Space
provided for insertion of retail price.
NO INCREASE IN COST TO YOU.**

**SPECIFY CARDED NO. 22-D DISPLAY CARDS
ON FUTURE ORDERS FROM YOUR WHOLESALER**

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